1986
NATIONAL TRAVEL SURVEY
FULL YEAR REPORT

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The U. S. Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national non-profit association representing all components of the U.S. travel industry, the third largest retail industry in the United States.

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EXECUTIVE SUMMARY

- Total travel for 1986 reached the highest levels in five years. Sixty-three percent of all American adults took at least one trip of 100 miles or more during the year.

- Americans took 592 million trips and 1.12 billion person-trips in 1986 - gains of six percent and four percent, respectively.

- Sightseeing, outdoor recreation, and entertainment purposes were especially important to this growth. Eleven percent more person-trips were taken for these "other pleasure" purposes which represented 37 percent of all person-trips.

- The leading purpose behind U.S. residents' travel continued to be visiting friends and relatives with a 39 percent share of all travel.

- After a strong year in 1985, business/convention purposes generated only two percent more person-trips in 1986. Seventeen percent of all 1986 travel was for business.

- Vacation travel grew moderately in 1986. Due primarily to growth in the second half of the year, vacation person-trips rose by three percent. The trend to combine some vacation travel with necessary business travel stengthened. Eighteen percent of all business/convention person-trips were also classified by respondents as being vacations, compared to 17 percent in 1985.

- The popularity of shorter duration trips grew substantially. The increase in travel for the year was due primarily to trips of less than two nights duration. Also more popular were weekend trips which showed nine percent growth from a year prior. The average number of nights away from home fell from 5.4 to 5.2 nights.

- Air travel transported a larger share of 1986 travelers to their destinations than during a year earlier, 21 percent. The number of person-trips which primarily used this mode grew six percent. Auto/truck/RVs carried four percent more travelers or 75 percent of the total.

- The South Atlantic Census region was the number one destination choice of Americans during 1986, receiving 22 percent of all person-trips.

- The East North Central Census region was the most important producer of travel during the year. Nineteen percent of all travel originated in this region.

- The South Atlantic and Mountain regions hosted significantly more inter-regional travel than they produced.

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INTRODUCTION

In March 1979, the U.S. Travel Data Center began conducting a monthly National Travel Survey. Since that time, quarterly and annual summaries of results have been published regularly to provide Data Center members and other interested marketers and researchers with timely, consistent and relevant data on major trends in U.S. travel activity.

Travel activity in recent years has faced numerous challenges. Petroleum shortages, inflation, changing regulatory policies, and economic decline and recovery all influence the volume and pattern of U.S. travel activity. This and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This report summarizes U.S. travel volume and characteristics during 1986, based on data collected through the 1986 National Travel Survey.

GUIDE TO USING THIS REPORT

The first section of this report reviews factors related to U.S. travel activity during the year, specifically economic conditions, weather patterns and other events.

Next is an analysis of major travel patterns and trends which occurred during the year, compared to the same period of 1985. Separate discussions of a number of important U.S. travel markets are included. Throughout this analysis, lettered tables show characteristics of the average person-trip in several categories. Figures showing monthly trends in various markets are also included.

Appendix A contains summary tables showing the complete results of the 1986 National Travel Survey arranged by type of trip. These tables show the base number of trips and person-trips for each category and the percent distributions of these trips and person-trips by a number of trip and traveler characteristics. References appearing in parentheses are made in the analysis to these summary tables.

Following earlier National Travel Surveys, travel is measured by trips and person-trips. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. Every time a respondent travels, either alone or with other household members, a trip is recorded. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other household members, one trip and three person-trips are counted. More detailed definitions of these and other terms used in this report are found in Appendix B: Glossary of Terms. Also located in the appendices are the following: Appendix C provides a description of the methodology used to conduct the survey, Appendix D is a copy of the survey questionnaire, Appendix E shows a summary of the sample characteristics for 1986, and Appendix F discusses sampling error.

This is the final report in a series, based on the 1986 National Travel Survey. Four quarterly reports covering travel during 1986 are also available from the U.S. Travel Data Center for $75.00 each, prepaid. Quarterly and annual reports summarizing data from the 1979 through 1985 National Travel Surveys have also been published.

Travel industry members and other interested parties are invited to participate in the National Travel Survey program. The survey combines the low-cost advantage of a syndicated study with the flexibility of custom research to provide subscribers with the best survey package the Data Center can offer.

In addition to receiving reliable monthly data on Americans' travel activity and intentions, subscribers are entitled to add several questions of their own selection at any time during the year and to use the existing data base to segment responses.

For a prospectus describing the National Travel Survey, contact Suzanne D. Cook, Director, U.S. Travel Data Center, Two Lafayette Centre, 1133 21st St., N.W., Washington, D.C. 20036, (202) 293-1040.

BACKGROUND FACTORS FOR TRAVEL DURING 1986

Economic Developments

The 1986 economy was generally less vigorous than the year prior, although conditions were still favorable. Slow, often marginal, economic growth characterized the year.

The gains made in dollar GNP were a full percentage point short of those made in 1985. Dollar GNP rose five percent in 1986. However, the nearly three percent boost in real GNP (adjusted for 1982 dollars) represented only a marginal decline from the year before. Yet, this represented the smallest annual percent increase in real GNP since the current expansion began.

Table A: Overall U.S. Economic Developments, 1986 and 1985
(Percent change from previous year)

	1986	1985
Dollar GNP	5.2%	6.2%
Real GNP (1982)	2.5	2.7
Personal income	5.2	6.6
Payroll employment	2.3	2.0
Industrial production	1.1	2.0
Real gross private domestic investment	1.5	-0.7
Corporate profits after tax	2.0	-6.3
Real personal consumption expenditures (1982)	4.1	3.5
Durable goods	7.2	7.8
Nondurable goods and services	3.5	2.8
Consumer price index	1.9	3.5
Travel price index	-0.4	4.8

The stable economy of 1986, like 1985, was haunted by a huge budget deficit and massive international trade deficits. The general slowdown of the economy, together with the planned devaluation efforts that began in 1985, reduced the strength of the U.S. dollar nearly 20 percent against the currencies of most Western European countries and Japan. In fact, the U.S. dollar reached all time lows against the German mark during the year. Declines against other currencies, including many newly industrialized Southeast Asian countries were much less. The ensuing price increase of imported goods was not enough to hamper a strong consumer demand for imports. Meanwhile, soft foreign demand for U.S. goods, despite their cheaper cost in those markets, resulted in a further deepening of the U.S. trade deficit.

Employment increased somewhat faster than during the previous year. Goods-producing firms contributed little to this gain. Of the 2.6 million additional people employed, almost all were employed in the services sector.

Interest rates fell several points, spurring consumer demand for homes, automobiles, appliances and other major durable goods. As in 1985, the economic gains during 1986 were heavily supported by consumer spending. Personal income rose five percent during 1986 compared to an almost seven percent rise the year prior, yet weak consumer price increases yielded more consumer spending power. In fact, real personal consumption expenditures gained faster than during 1985. The share of these expenditures dedicated to the purchase of nondurable goods and services increased, while spending on durables slowed somewhat. As a result of the robust spending, the percentage of consumers' disposable personal income committed to savings slipped even further below 1985's sunken level.

Favorable interest rates benefited the housing market. After dipping in 1985, gross private domestic investment improved in 1986 due mostly to the increase in residential investment.

As in 1985, inflation was moderate. The CPI recorded less than a two percent rise for the year. For the first time in the 18 years of the Travel Price Index, overall travel prices fell. Led by a 22 percent decline in gasoline prices, travel prices were nearly one-half a percent lower than for 1985.

Airline fares and lodging grew considerably slower than during a year ago and posted moderate price increases of four percent each. Of all components of the TPI, only intercity bus fares and railroad fares increased more sharply than in 1985 - up ten and six percent, respectively.

Consumers' overall perceptions of employment, business conditions, and their general economic welfare, as measured by the Conference Board's Consumer Confidence Index, declined progressively throughout 1986 from 1985 levels. Both consumer assessments of their present situation and expectations for the coming year were down from 1985. Despite a less optimistic view of conditions, the Buying Plans Index gained strongly in the first half of the year before sliding later.[1]

Americans were encouraged to purchase durables such as automobiles, home furnishings, and appliances due to lower interest rates and sales promotions. However, as consumer demands for durables were slowly filled, Americans began once again to turn their attention toward travel.

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[1] Consumer Attitudes and Buying Plans, The Conference Board, January - December, 1986.

Weather Conditions

January's weather was warmer and drier than usual. The lack of winter storms during the month was conducive to travel. February's travelers were exposed to greater than normal precipitation. Extremely heavy rains in the Northwest and California caused flooding and mud slides. This dampness was tempered somewhat by warmer than usual temperatures during the month. Dry warm weather followed in March. These dry conditions resulted in serious forest fire damage in West Virginia, Tennessee, Kentucky, and North Carolina.

Warm and dry conditions prevailed over the majority of the country during April - with resulting droughts in the Southeast. Showers in late May provides some relief for Gulf states, but the warm, dry trend continued in other areas worsening the drought.

Dry conditions prevailed in the Southern states in July. Other areas of the country had near normal weather which continued into August. August's cooler wet weather in the Southeast brought relief from drought and heat-waves. Dry weather along the Atlantic Coast contrasted with flooding in Oklahoma, Missouri, and Illinois during September.

Nearly average weather conditions prevailed over most of the U.S. during October. Colder temperatures in Northern states and warmer than average temperatures in Southern states followed in November. Meanwhile, Eastern U.S. experienced greater than usual rainfall. The year ended with mild winter weather in most states.

Events

March 31 - An accidental crash of a Mexicana Airlines flight near Mexico City killed 166 people.

April 2 - A bomb aboard a TWA flight en route from Rome to Athens killed four when it exploded.

April 14 - The U.S. bombed Tripoli, Libya to retaliate for terrorist attacks.

June 25 - One American and six others were killed when a bomb exploded on the Cuzco-Machu Picchu train in Peru.

July 4 - New York city hosted a 4-day celebration for the Statue of Liberty's 100th birthday.

July 30 - An explosion and fire injured 19 on the cruiseliner Emerald Seas 50 miles north of Nassau.

August 31 - A mid-air collision over Los Angeles of an Aermexico DC-9 and a single-engine plane killed all 67 people involved.

August 31 - The Admiral Nakhimov sank in the Black Sea after a collision with a freighter, drowning at least 398 people.

September 6 - Hijackers held hostage 280 passengers aboard Pan Am flight 73 bound for New York in Karachi, Pakistan - 19 persons died.

October 13 - The successful 1986 World Exposition in Vancouver, Canada closed. Since opening in May, Expo attendance numbered over 20 million visits.

December 31 - A fire at the DuPont Hotel in San Juan caused 96 deaths.

OVERVIEW OF 1986 TRAVEL ACTIVITY

Total travel for 1986 exceeded the levels for 1985 in all but two months as shown in Figure 1. In fact, travel during 1986 reached the highest levels in five years.

By the end of 1986, 63 percent of all U.S. adults had taken one or more trips to places 100 miles or more away from home. On the average, 43 million U.S. adults traveled during each month of the year, up four percent from 1985 (Table 1A).

These travelers were responsible for an increase in trip and person-trips during 1986. Americans took a total of 592 million trips and 1.12 billion person-trips, representing increases of six percent and four percent, respectively, from the previous year (Table 1B).

Travel parties on the average were slightly smaller during 1986 than in 1985. These travelers averaged slightly longer domestic distances traveled, while the average nights spent away from home declined. Table B below summarizes these differences (Tables 1C and 1D).

Table B: Characteristics of the Average Person-trip, 1986 and 1985

	1986	1985
Persons per trip	1.89	1.93
Miles/person-trip*	970	960
Nights/person-trip	5.2	5.4

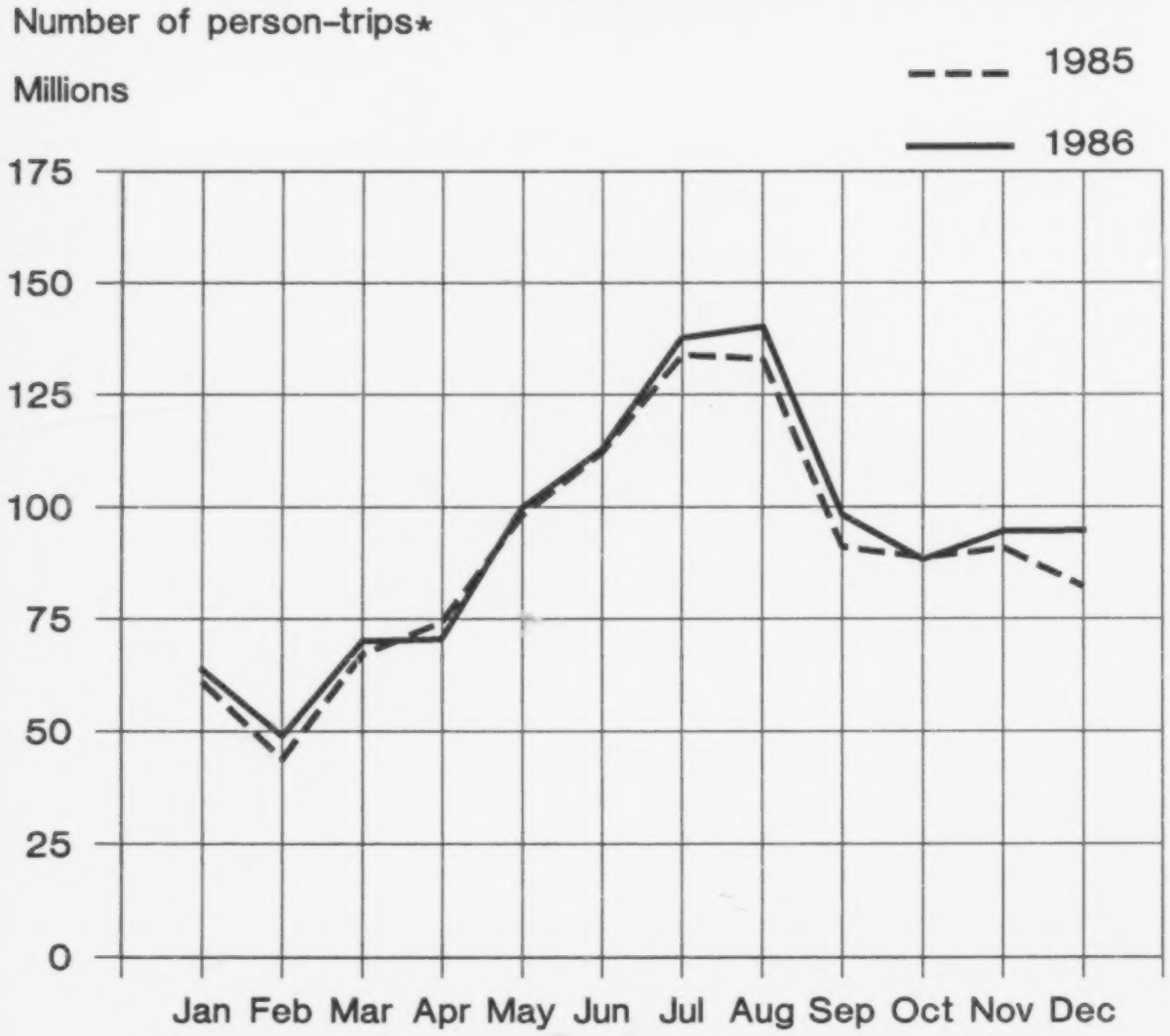
*Round-trip distance for domestic travel only.

Domestic person-miles for the year posted a six percent increase over 1985, while the increase in person-trips countered the average shorter durations and resulted in almost no change in the total number of person-nights (Table 1C and 1D).

Air transportation accounted for more travel than in 1985. Overall, the number of air person-trips climbed by six percent. Automobiles, trucks, and recreational vehicles carried four percent more Americans than a year ago. Still, the auto/truck/RV sector maintained a three-fourths share of the total travel market, while airlines carried 21 percent of all 1986 travelers (Table 1C).

The shorter average durations of 1986 travel reflected the greater share of one-night and day-trips compared to 1985. The increase in travel for the year was due primarily to the

FIGURE 1
TOTAL TRAVEL INCREASED 4% IN 1986



*A person-trip is one U.S. resident taking a trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

increased popularity of these shorter duration trips. Meanwhile, trips of more than one night in duration showed little growth (Table 1D).

The homes of friends and relatives were used by a smaller share of travelers than during 1985, 41 percent. Commercial lodging facilities, on the other hand, maintained their share of person-trips, 43 percent. The number of person-trips involving stays in these accommodations increased four percent and numbered 483 million. Five percent of all 1986 travelers camped at least one night on their trip. Cabins, condominiums, or vacation homes, whether rented or owned, were used by seven percent of all 1986 travelers (Tables 1B and 1D).

Travel for "other pleasure" purposes including sightseeing, outdoor recreation, and entertainment grew the most in 1986. Eleven percent more person-trips were motivated by these reasons, generating 37 percent of all person-trips. Meanwhile, the leading reason for travel, visiting friends and relatives, fell in importance. Thirty-nine percent of all person-trips were taken for this reason during 1986, compared to 40 percent of 1985 travel. Travel for business/convention purposes rose just two percent after rapid growth in 1985. Seventeen percent of all travel taken during 1986 involved business/convention purposes. "Other" travel, defined as personal (for medical, weddings, funerals, and family business) and miscellaneous, accounted for seven percent of total person-trips (Table 1B and 1E).

Americans took 752 million vacation person-trips during 1986, three percent more than one year before. Vacation travel accounted for 67 percent of all travel, a one percentage point drop from 1985.

The importance of weekend travel increased substantially during 1986. The number of weekend person-trips taken by U.S. residents rose nine percent, explaining much of the overall increase in travel for the year. The 514 million person-trips taken over weekends in 1986 represents 46 percent of the total.

As in 1985, five percent of all travelers took part in a package tour and travel agents were consulted for 13 percent of the travel. Ten percent of all persons traveling asked travel agents to make their reservations for transportation or lodging, up from nine percent a year ago. Also representing a gain of one percentage point over 1985, eight percent of the person-trips involved the use of a rental car (Table 1F).

Smaller travel parties dominated 1986 travel. Forty-nine percent of the trips taken during the year involved a lone traveler while 31 percent involved just two people. During 1985, these figures were 47 percent and 30 percent, respectively. The share of trips involving children also declined from 19 percent in 1985 to 17 percent. Down from 16 percent, children accounted for 13 percent of 1986's travelers (Tables 1G and 1H).

By far, the South Atlantic Census region was the number one choice as a travel destination and garnered 22 percent of total person-trips during 1986, one percentage point more than a year before. The Pacific Census region improved in popularity with travelers by two percentage points. Receiving a 14 percent share, the Pacific Census region came in second as a destination for 1986 travel (Table 1I).

The South Atlantic Census region (17 percent) was displaced as the greatest producer of travelers during 1986 by the East North Central Census region (19 percent) (Table 1J).

Travel flows between regions are also of interest when examining travel during the year. Table C shows the percentage of travel from each region as an origin to each region as a destination, while Table D shows the percentage of travel to each region as a destination from each region as an origin.

These tables show the extent of intra-regional travel in the United States and the degree to which it exists within each region. For example, residents of the New England Census region were least likely to travel within their own region. Thirty-three percent of all person-trips from the region were taken within the New England Census region. This dramatically contrasts with residents of the Pacific Census region who took 64 percent of their person-trips within the states which make up the region. The results tend to suggest that larger Census regions have a greater share of intra-regional travel than do smaller Census regions.

The same pattern is evident when looking at regions as destinations, as shown in Table D. The West South Central and the East North Central Census regions received the greatest proportion of visitors from with the regions themselves - 69 percent and 66 percent, respectively. Again, the New England Census was least dependent upon visitors from within the region.

Net flows within the Census regions can be examined if intra-regional travel is excluded. A plus figure in Table E below indicates that a region attracts more visitors from other regions than it generates. Conversely, a minus indicates that the region generates more visitors to other parts of the country than it attracts.

Table E reveals that the South Atlantic Census region is the number one "magnet" of travel with nearly 50 million more inter-regional person-trips received than generated. The Mountain Census region also showed a significantly greater inflow of travelers than outflow.

It is also evident from Table E that the chief producer of inter-regional travel is the East North Central Census region which generated 69 million more person-trips than it received.

Table C

1986 Travel Flows by Region of Residence
(Percent of total person-trips)

Destination Region	Region of Residence: New England	Mid-Atlantic	South Atlantic	East South Central	West South Central	East North Central	West North Central	Mountain	Pacific
New England	33%	11%	1%	1%	*%	3%	1%	1%	1%
Mid-Atlantic	20	34	9	1	2	4	4	2	2
South Atlantic	18	31	60	36	9	12	5	5	3
East South Central	*	*	8	35	6	10	2	2	1
West South Central	2	2	3	5	56	3	10	6	1
East North Central	7	4	7	10	4	45	12	1	2
West North Central	*	1	2	2	5	12	49	7	2
Mountain	3	3	2	2	8	3	5	45	17
Pacific	7	5	2	5	8	3	6	26	64
Outside U.S.	11	9	6	2	2	5	5	5	7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Details may not add to 100 percent due to rounding.
Source: U.S. Travel Data Center
* Less than 0.5 percent.

1986 T[illegible] Flows by Region of Destination
(Percent of total person-trips)

Origin Region	Region of Destination: New England	Mid-Atlantic	South Atlantic	East South Central	West South Central	East North Central	West North Central	Mountain	Pacific	Outside U.S.
New England	32%	8%	3%	*%	1%	2%	*%	2%	2%	5%
Mid-Atlantic	37	51	18	1	2	4	2	4	5	21
South Atlantic	5	19	48	22	5	9	3	4	3	14
East South Central	2	1	11	34	3	5	2	2	2	2
West South Central	2	3	5	10	69	3	8	12	7	12
East North Central	16	10	10	28	6	66	27	7	5	14
West North Central	2	4	2	2	9	8	51	6	4	6
Mountain	1	1	1	1	4	*	5	33	11	5
Pacific	4	3	2	1	1	2	3	29	61	20
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Details may not add to 100 percent due to rounding.
Source: U.S. Travel Data Center
* Less than 0.5 percent.

Another major supplier of inter-regional travel was the Mid-Atlantic Census region which supplied 47 million more person-trips to other regions than it received from outside the region.

The survey also indicates whether cities or rural areas within the U.S. are most popular as destinations, and which produce the greatest volume of travel. Four-out-of-ten travelers in 1986 came from ADIs with populations between 250,000 and 999,999. ADIs of 1,000,000 or more produced the second largest share of travelers, 34 percent.

Thirty-eight percent of the year's person-trips were destined to A Counties, composing the 25 most populated MSAs. B Counties with populations of more than 150,000 or composing MSAs of more than 150,000 garnered 27 percent of all person-trips. The more rural C and D counties acquired 16 and 14 percent shares, respectively (Table 1K).

Table E: Number of Inter-regional Person-trips Received and Originated, and Destination Net Flow, 1986

(Millions)

Destination Region	Received	Originated	Net Inflow
New England	27.3	26.1	+1.2
Mid Atlantic	46.9	93.8	-46.9
South Atlantic	128.8	79.2	+49.6
East South Central	49.4	47.7	+1.7
West South Central	34.5	60.9	-26.4
East North Central	49.8	119.0	-69.2
West North Central	45.9	49.8	-3.9
Mountain	58.8	35.7	+23.1
Pacific	61.0	54.4	+6.6

Demographic Profile of Travelers

Americans who travel represent an upscale segment of the general population, as indicated in Table F. American travelers tend to be younger, better educated, more affluent and more likely to be employed in white collar occupations than the U.S. adult population overall.

Travelers also reported a higher level of household income, percentage of multiple wage earners in the household, home ownership, and possession of one or more major credit cards.

No census region is populated by significantly more than its share of travelers. Travelers from the nine census regions are proportionally similar to the distribution of the population in each region. However, the concentration of cities and

Table F
Demographic Characteristics of Adult Population and Travelers, 1986

	Total Population	Total Travelers
INDIVIDUAL CHARACTERISTICS*		
Male	48%	51%
Female	52	49
Married	61	64
Single/never married	24	26
18-24 years	16	18
25-44 years	43	47
45-64 years	25	26
65 years and over	17	10
College complete or more	19	31
Graduate work	7	11
Total white collar	34	46
Professional/managerial	10	16
Blue collar	15	15
HOUSEHOLD CHARACTERISTICS*		
Two persons or less	56	52
Three persons or more	44	47
Children in household	36	37
Two or more wage earners	39	43
Own home	66	69
$30,000 or more annual family income	33	46
$40,000 or more annual family income	19	29
Own major credit cards	56	70
REGION OF RESIDENCE		
New England	5	4
Mid-Atlantic	15	13
South Atlantic	17	18
East South Central	7	6
West South Central	11	11
East North Central	18	18
West North Central	8	9
Mountain	5	6
Pacific	14	15

* Adjusted for non-response.

attractions in the Northeast, which are frequently less than 100 miles away for many visitors, may account for the somewhat smaller share of travelers from the Mid Atlantic Census region.

Mode of Transportation

Americans travel far more by personal motor vehicle than by any other type of transportation. During 1986, auto/truck/RV travel accounted for 75 percent of all person-trips, about the same share as a year earlier. In all, 406 million auto/truck/RV trips and 832 million auto/truck/RV person-trips were taken during this period. This represents gains of eight percent and four percent, respectively (Tables 1B and 1C).

Airlines are the second most favored means of travel and during 1986 their popularity increased somewhat. Travel by air comprised 21 percent of all person-trips compared to 20 percent one year before. Americans took 143 million trips and 231 million person-trips by air during the year, representing gains over the prior year of two percent and six percent, respectively (Tables 1B and 1C).

Some of the major differences between the characteristics of auto/truck/RV trips and air trips are evident in Table G below. Auto/truck/RV travel parties are significantly larger than air travel parties. However, both the distance traveled and the trip duration are substantially longer for travel by air (Tables 2A, 2B, 3A and 3B).

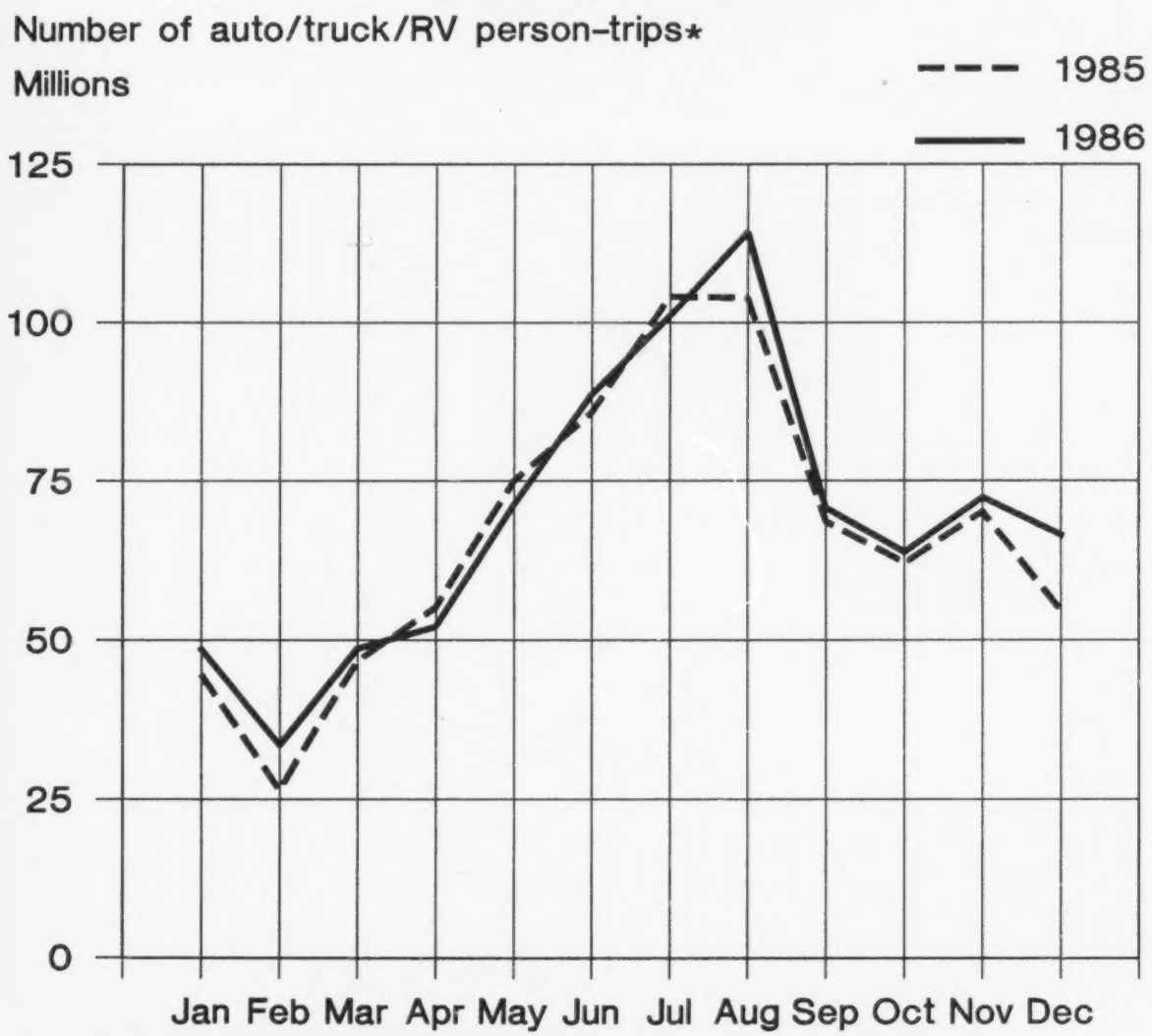
Table G: Characteristics of the Average Auto/Truck/RV and Air Person-trip, 1986 and 1985

	Auto/Truck/RV		Air	
	1986	1985	1986	1985
Persons per trip	2.05	2.12	1.61	1.55
Miles/person-trip	690	720	2,110	2,030
Nights/person-trip	4.6	4.7	7.1	7.8

*Round-trip distance for domestic travel only.

Larger air travel parties and smaller auto/truck/RV travel parties characterized 1986 travel. The shorter average durations, especially for air person-trips, reflect the gains made by weekend travel. The auto/truck/RV person-trip decreased an average of 30 miles, while the average air person-trip distance increased by 80 miles (Tables 2A, 2B, 3A, and 3B).

FIGURE 2
AUTO/TRUCK/RV PERSON-TRIPS UP 4% IN 1986

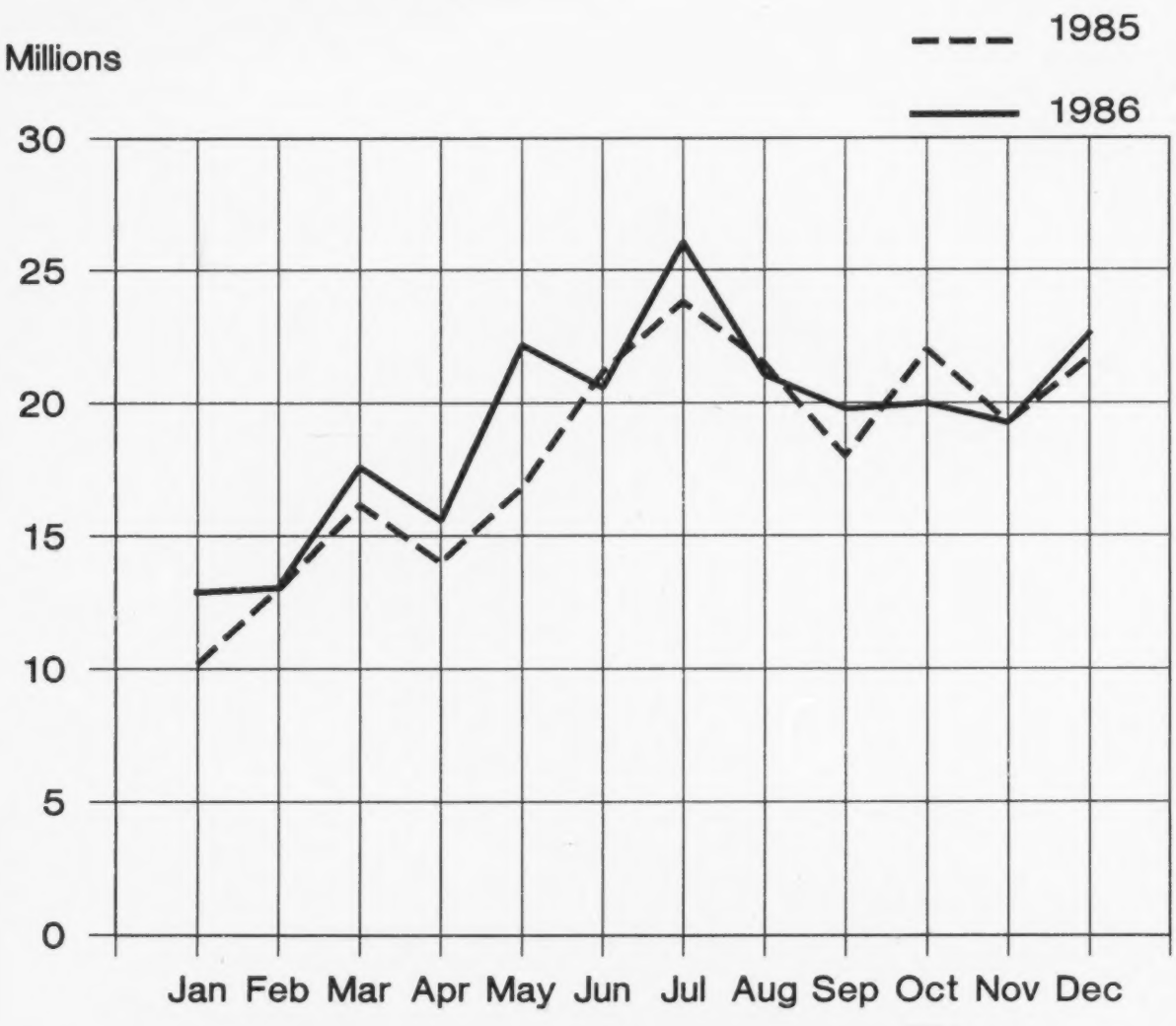


*An auto/truck/RV person-trip is one U.S. resident taking an auto/tuck/RV trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

FIGURE 3
AIR PERSON-TRIPS INCREASED 6% IN 1986

Number of air person-trips*



*An air person-trip is one U.S. resident taking an air trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

The type of trip is also related to the type of transportation most likely to be used. Business/convention travelers comprised a larger proportion of air travel than personal motor vehicle travel. Those on business reported 38 percent of air trips and 34 percent of air person-trips in 1986. The corresponding proportions of auto/truck/RV travel are 18 percent of the trips and 12 percent of the person-trips. Nearly four-out-of-five (79 percent) auto/truck/RV travelers were on pleasure trips, compared to 62 percent of the air travelers (Tables 2C and 3C).

Additionally, air travelers were much more likely to stay in commercial lodging facilities (54 percent) than auto/truck/RV travelers (40 percent), who generally preferred to stay with friends and relatives (43 percent) (Tables 2B and 3B).

Auto/truck/RV travel parties are larger than travel parties overall and larger than for most other types of travel. The size of the travel party is, of course, affected by the number of children included. During 1986, 22 percent of all auto/truck/RV travel parties included children. Sixteen percent of all travelers carried by personal motor vehicles were under 18 years old (Tables 3E and 3F).

With 1.61 persons per trip, air travel parties are generally smaller than average. In 1986, 17 percent of the air trips included children. Only six percent of those flying to their destinations were children (Table 2E and 2F).

Travel destinations also tend to differ depending upon the type of transportation used but remained fairly stable in the year to year comparison. The largest share of travelers using personal motor vehicles visited the South Atlantic Census region (23 percent), while the greatest percentage of air travelers preferred the Pacific Census region (25 percent). Additionally, 13 percent of all air travel was destined to places outside the U.S., compared to only two percent for personal motor vehicle person-trips (Tables 2G and 3G).

In terms of generating travel, the Pacific Census region led the others by producing 19 percent of all 1986 air travel. The South Atlantic, West South Central, and East North Central Census regions each generated 14 percent. On the other hand, auto/truck/RV travelers were most likely to have originated in the East North Central Census region, 21 percent. The South Atlantic Census region followed with 18 percent (Tables 2H and 3H).

Nearly half (47 percent) of the air person-trips taken during 1986 began in large ADIs (those with populations over 1,000,000). ADIs of this size, however, accounted for less than one-third (31 percent) of all auto/truck/RV person-trips. Those traveling by these modes most often came from medium-sized ADIs (those with populations between 250,000 and 999,999).

Table H
Demographic Characteristics of Auto/Truck/RV and Air Travelers, 1986

	Total Travelers	Auto Truck/RV Travelers	Air Travelers
INDIVIDUAL CHARACTERISTICS*			
Male	51%	52%	52%
Female	49	48	47
Married	64	67	60
Single/never married	26	24	29
18-24 years	18	18	15
25-44 years	47	47	49
45-64 years	26	25	24
65 years and over	10	10	11
College complete or more	31	28	41
Graduate work	11	9	19
Total white collar	46	45	54
Professional/managerial	16	15	19
Blue collar	15	17	10
HOUSEHOLD CHARACTERISTICS*			
Two persons or less	52	50	57
Three persons or more	47	50	43
Children in household	37	40	33
Two or more wage earners	43	44	43
Own home	69	69	68
$30,000 or more annual family income	46	47	60
$40,000 or more annual family income	29	26	43
Own major credit cards	70	69	78
REGION OF RESIDENCE			
New England	4	3	5
Mid-Atlantic	13	12	15
South Atlantic	18	19	15
East South Central	6	7	4
West South Central	11	12	11
East North Central	18	19	14
West North Central	9	9	9
Mountain	6	6	7
Pacific	15	13	20

* Adjusted for non-response.

Both groups of travelers most often visited A Counties which comprise the 25 largest metropolitan areas. This was true for 55 percent of the air travelers and 33 percent of the auto/truck/RV travelers. Nearly twice the share of air travelers as auto/truck/RV travelers visited the actual city within these counties, 46 percent and 24 percent, respectively (Tables 2I and 3I).

Demographics of Auto/Truck/RV and Air Travelers

From the characteristics listed in Table H, it is clear that air travelers are significantly more upscale than those traveling by personal motor vehicle. Air travelers are generally better educated, more likely to hold professional/managerial positions, more affluent, but are less likely to be married and have children than other travelers.

Residents of the Pacific Census region show a greater propensity to travel by air than the U.S. average, but this region reports a lower than average tendency to travel by personal motor vehicle. The Pacific Census region was the home of 20 percent of the population traveling by air but only 13 percent of those traveling by auto/truck/RV.

Purpose of Trip

The National Travel Survey collects data on trips taken for a variety of reasons. For this analysis, pleasure travel, defined as trips taken to visit friends and relatives, or for outdoor recreation, sightseeing and entertainment, is contrasted with business/convention travel.

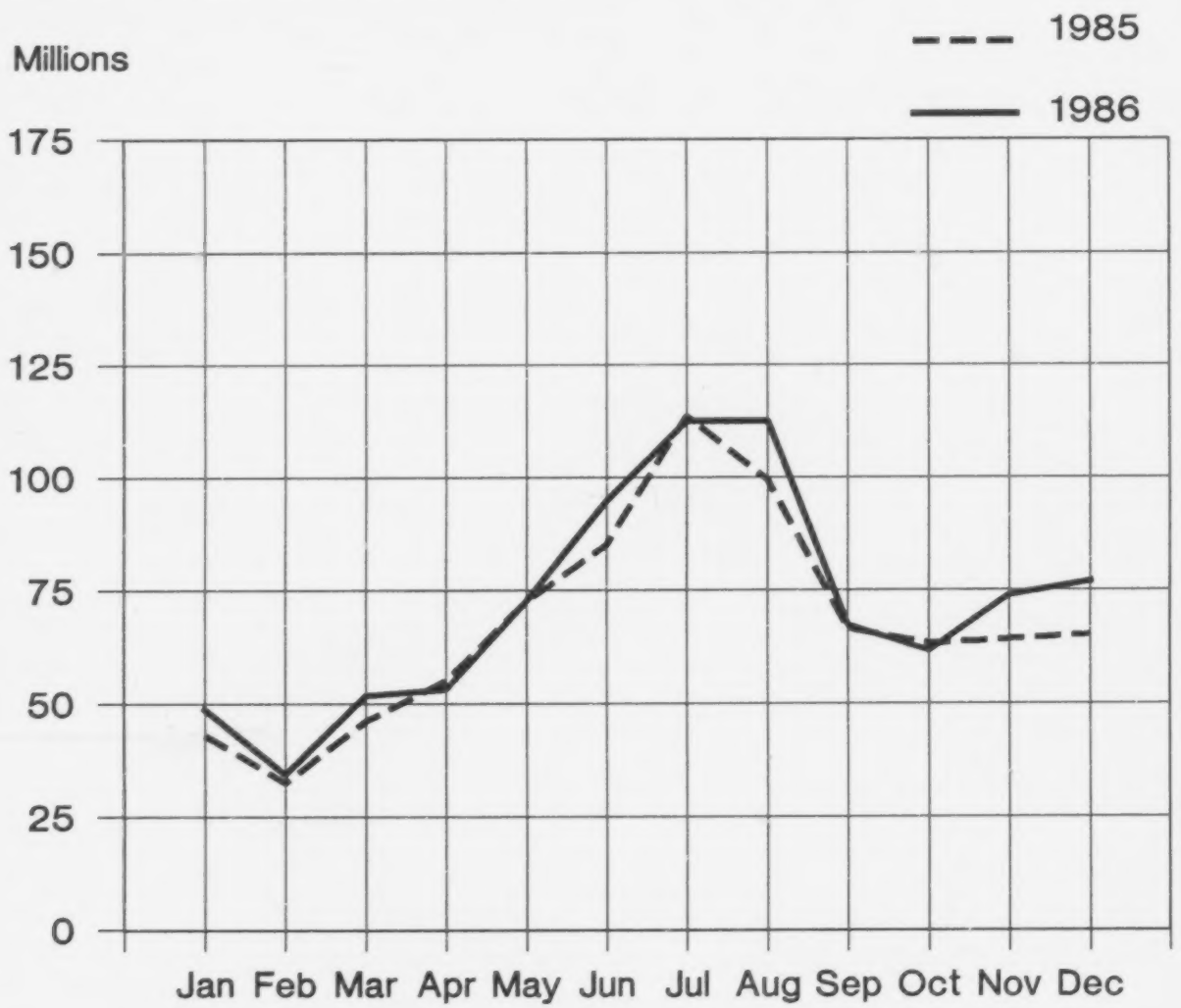
Seventy-six percent of all 1986 travel was taken for pleasure purposes, one percentage points more than the previous year. The number of person-trips taken to visit friends and relatives grew three percent from last year, while "other pleasure" person-trips climbed 11 percent, producing a total of 415 million trips and 861 million person-trips taken for pleasure purposes during 1986 (Tables 1A and 1B).

Figure 4 shows that pleasure travel was strong during most of the year, exceeding 1985 levels during nine months of the year.

Business/convention travel grew two percent during 1986. A total of 140 million trips and 189 million person-trips were taken for business/convention purposes, generated by a monthly average of 8.3 million American adults. This represented 17 percent of all resident travel (Tables 1A, 1B and 1E).

FIGURE 4
PLEASURE PERSON-TRIPS ROSE 7% IN 1986

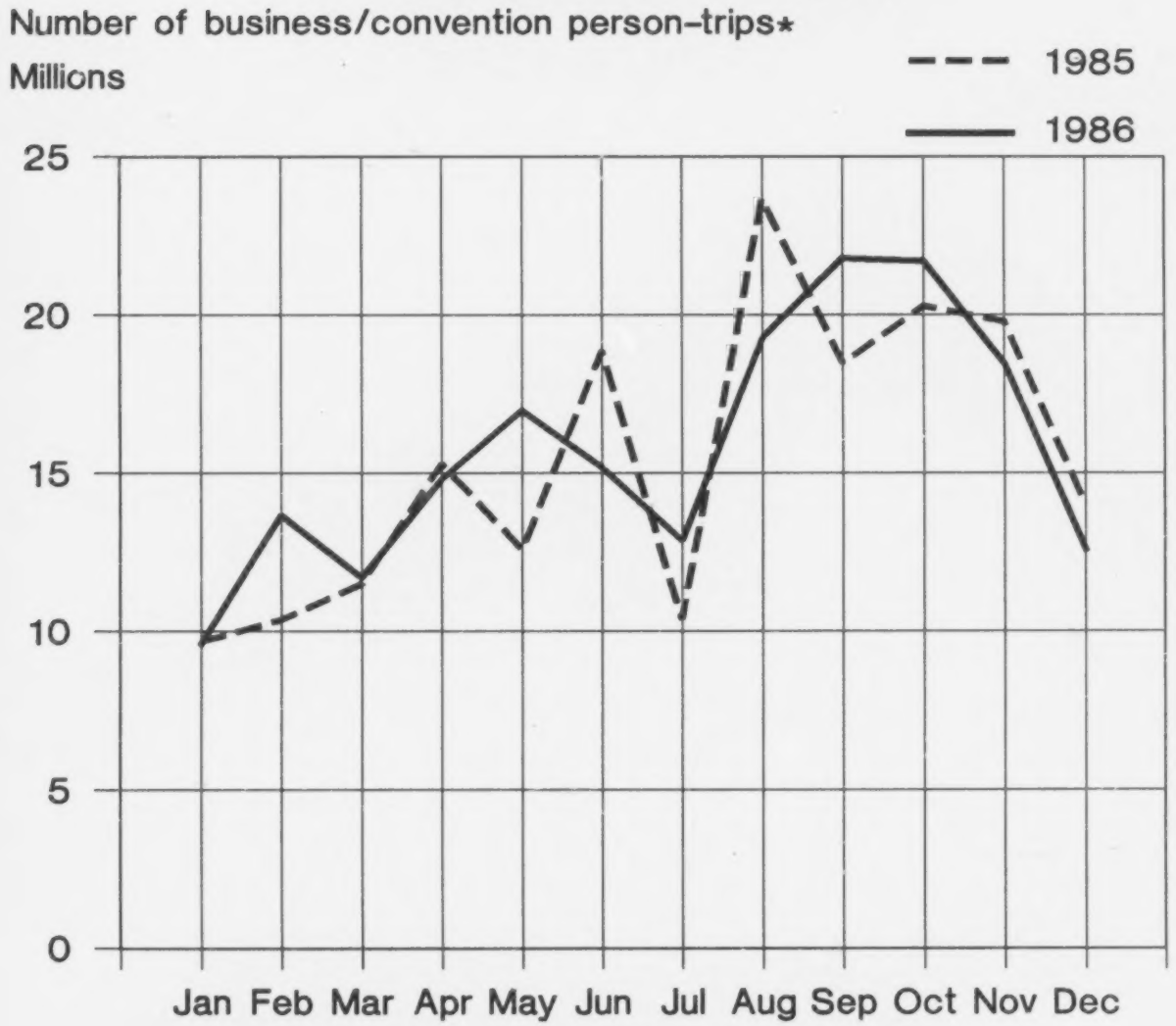
Number of pleasure person-trips*



*A pleasure person-trip is one U.S. resident taking a pleasure trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

FIGURE 5
BUSINESS/CONVENTION TRAVEL GAINED 2% IN 1986



*A business/convention trip is one U.S. resident taking a business or convention trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

Unlike pleasure travel's strong performance throughout the year, business/convention travel exceeded 1985's levels during only six months of the year. Business/convention travel appeared to have reached a plateau after the substantial increase experienced during 1985. Figure 5 shows the volume of business/convention travel by month for 1986 and 1985 and clearly shows the erratic nature of this travel.

Pleasure travel and business/convention travel understandably differ in many ways. Table I shows that business/convention travel parties are substantially smaller than pleasure travel parties - in fact are the smallest examined in this report. It is also evident from the table that pleasure travel involves longer durations, but shorter distances than business travel (although this difference is less than it has been in past years) (Tables 4A, 4B, 5A and 5B).

Table I: Characteristics of the Average Pleasure and Business/Convention Person-trip, 1986 and 1985

	Pleasure		Business/Convention	
	1986	1985	1986	1985
Persons/person-trip	2.07	2.10	1.35	1.39
Miles/person-trip*	960	960	1,060	1,180
Nights/person-trip	5.5	5.7	4.0	4.5

*Round-trip distance for domestic travel only.

As one might suspect, business/convention travelers are less likely to travel in groups than are pleasure travelers. This continued to be true during 1986 as three-fourths of all the business/convention trips and 56 percent of all business/convention person-trips involved a lone traveler. On the other hand, only 40 percent of the trips and 20 percent of the person-trips reported for pleasure purposes were taken solo (Tables 4E and 5E).

The larger travel parties of pleasure travelers are related to their greater incidence of taking children along. Pleasure person-trips were three times as likely as business/convention person-trips to involve children (39 percent and 13 percent, respectively). Five percent of all travelers in business/convention travel parties and 15 percent of those in pleasure travel parties were under 18 years old (Tables 4E, 4F, 5E, and 5F).

The trend to combine some vacation travel with necessary business travel strengthened in 1986. Eighteen percent of all business/convention person-trips were also described as vacation travel, compared to 17 percent the year earlier. As in 1985, an

overwhelming percentage of pleasure travelers classifying their trip as being for vacation, 82 percent (Tables 4C and 5C).

With over half (51 percent) of all pleasure travelers visiting friends and relatives as their primary trip purpose, it is understandable that 48 percent reported nights in the homes of friends or relatives, while only 13 percent of business/convention travelers reported such use. The vast majority, 71 percent, of all business travelers spent at least one night in commercial lodging facilities. Thirty-eight percent of the pleasure travelers used these paid accommodations (Tables 4B and 5B).

Day-trippers were much more common among business/convention travelers than among pleasure travelers. Twelve percent of those on business completed their trip without spending a night. This compares to only five percent of the pleasure travelers (Tables 4B and 5B).

Greater proportions of both the business and pleasure person-trips involved weekend travel than a year before. Consistent with the finding that business travelers combined vacation travel with their other purposes, 27 percent reported travel over a weekend. Half of the pleasure person-trips involved weekend travel (Tables 4C and 5C)

Most pleasure and business/convention travel was taken by personal motor vehicle, 55 percent and 76 percent, respectively. While the proportion of business travel taken by air slipped somewhat from 1985, a greater share of pleasure travel involved this mode. Pleasure travelers used air transportation 20 percent of the time, a two percentage point gain from the prior year (Tables 4A and 5A).

Travel-related services listed in the survey were used on greater proportions of business/convention person-trips than pleasure person-trips. Twenty-two percent of all business/convention person-trips involved consultation with a travel agent, compared to 12 percent of all pleasure person-trips. Business/convention travelers were more than twice as likely to actually book reservations through the agent as were pleasure travelers, 20 percent and eight percent, respectively. The share of business travelers who used rental cars was three times that of pleasure travelers (17 percent and six percent percent, respectively) (Tables 4D and 5D).

The South Atlantic Census region was the number one destination choice among both pleasure and business/convention travelers, receiving 20 percent of the business and 22 percent of the pleasure travelers (Tables 4F and 5F).

The most prolific producers of business travelers were the Pacific, East North Central, and South Atlantic Census regions with 16 percent each. The West South Central Census region was also an important business travel origin (14 percent). The

Table J
Demographic Characteristics of Pleasure and Business/Convention Travelers, 1986

	Total Travelers	Pleasure Travelers	Business/ Convention Travelers
INDIVIDUAL CHARACTERISTICS*			
Male	51%	51%	67%
Female	49	49	33
Married	64	63	66
Single/never married	26	26	28
18-24 years	18	19	14
25-44 years	47	46	58
45-64 years	26	26	23
65 years and over	10	10	4
College complete or more	31	29	49
Graduate work	11	10	18
Total white collar	46	42	66
Professional/managerial	16	14	25
Blue collar	15	16	12
HOUSEHOLD CHARACTERISTICS*			
Two persons or less	52	52	50
Three persons or more	47	48	50
Children in household	37	37	40
Two or more wage earners	43	44	47
Own home	69	69	71
$30,000 or more annual family income	46	44	66
$40,000 or more annual family income	29	26	44
Own major credit cards	70	69	82
REGION OF RESIDENCE			
New England	4	4	4
Mid-Atlantic	13	13	12
South Atlantic	18	18	16
East South Central	6	6	6
West South Central	11	11	13
East North Central	18	18	14
West North Central	9	9	8
Mountain	6	6	7
Pacific	15	14	17

* Adjusted for non-response.

greatest pleasure travel producing region was the East North Central, 19 percent. With 17 percent, the South Atlantic was the second largest producer (Tables 4H and 5H).

The type of area visited, however, was strongly related to purpose of trip. Large city areas hosted over half (53 percent) of the business/convention travelers during 1986, compared to only 35 percent of pleasure travelers. Substantially more pleasure travelers visited the small town and rural areas of the country.

Medium-sized ADIs (with population of 250,000 to 999,999) generated the greatest share of each type of traveler, however, these areas produced proportionately more pleasure travel than business travel. On the other hand, large ADIs (over 1 million) were proportionately more likely to produce business/convention travelers than pleasure travelers (Tables 4I and 5I).

Demographics of Pleasure and Business/Convention Travelers

Business/convention travelers are different demographically from pleasure travelers in a number of ways as shown in Table J. Slightly less than one-half of all business/convention travelers are college-educated, compared to 29 percent of pleasure travelers. Understandably, business travelers are also more likely to be employed in professional/managerial occupations, and likewise show substantially higher household incomes.

Business travelers are also more likely than pleasure travelers to be male, married, and own major credit cards. Fifty-eight percent of them are clustered between 25 and 44 years of age.

Residents of the Pacific Census region were more likely than average to take business/convention trips. Other regions showed an average propensity to take either business/convention or pleasure trips of at least 200 round-trip miles.

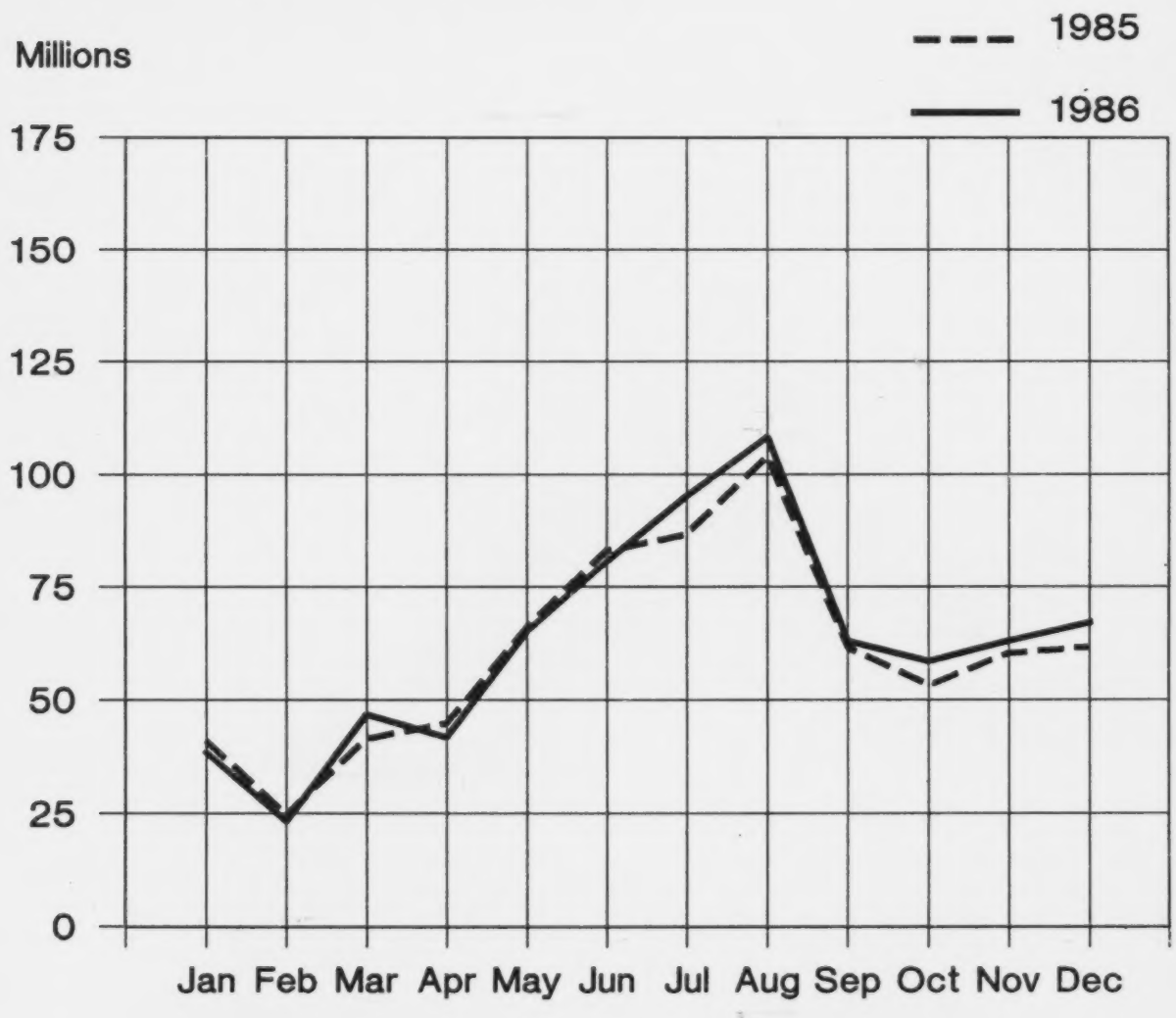
Vacation Travel

Vacation travel increased moderately during 1986. This growth was primarily concentrated in the second half of the year, as indicated in Figure 6. In all, 354 million trips and 752 million person-trips were recorded for vacation during the year, up four percent and three percent, respectively, over 1985 (Tables 1A and 1B).

Vacation travelers averaged fewer nights away from home than they did a year earlier. Overall vacation person-nights showed virtually no change from 1985, however, due to the increase in

FIGURE 6
VACATION PERSON-TRIPS UP 3% IN 1986

Number of vacation person-trips*



*A vacation person trip is one U.S. resident taking a vacation trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

person-trips. The average vacation round-trip distance climbed 30 miles from distances posted in 1985 (Tables 6A and 6B).

Table K: Characteristics of the Average Vacation Person-trip, 1986 and 1985

	1986	1985
Persons/person-trip	2.12	2.14
Miles/person-trip*	1,010	980
Nights/person-trip	5.7	5.9

*Round-trip distance for domestic travel only

By its nature, vacation travel is usually longer in duration than other types of travel. Sixteen percent of all vacation travelers during the year took trips which involved durations of 10 nights or more, compared to 12 percent for all travel (Tables 1D and 6A).

The trend for weekend vacations was evidenced in 1986. Fifty percent of all vacation person-trips involved travel over a weekend, two percentage points more than a year earlier (Table 6C).

The type of transportation used to carry vacationers to their destinations changed little from 1985. During 1986, 77 percent of the vacationers traveled by personal motor vehicle, while 19 percent of the vacation person-trips involved air transportation (Table 6A).

As one might suspect, there is considerable overlap between pleasure and vacation travel. Ninety-two percent of all vacation person-trips were taken for pleasure. During the year, "other pleasure" travel for outdoor recreation, sightseeing and entertainment was the most popular reason for taking a vacation trip. As in 1985, "other pleasure" accounted for 47 percent of all vacation person-trips, while vacation travel to visit friends and relatives composed 45 percent of the total (Table 6C).

Vacation travelers reported the homes of friends and relatives as their most preferred type of overnight accommodations (47 percent). Forty percent of all vacation person-trips included nights spent in hotels, motels or motor hotels, about the same percentage as one year ago (Table 6B).

Like pleasure travel, vacation trips usually consist of larger travel parties. In 1986, 30 percent of all vacation person-trips were taken by parties of four or more, compared to 24 percent for total travel. In addition, 36 percent involved children (Tables 1G and 6E).

Table L
Demographic Characteristics of Vacation Travelers, 1986

	Total Travelers	Vacation Travelers
INDIVIDUAL CHARACTERISTICS*		
Male	51%	47%
Female	49	53
Married	64	62
Single/never married	26	28
18-24 years	18	20
25-44 years	47	43
45-64 years	26	25
65 years and over	10	12
College complete or more	31	26
Graduate work	11	9
Total white collar	46	42
Professional/managerial	16	13
Blue collar	15	15
HOUSEHOLD CHARACTERISTICS*		
Two persons or less	52	53
Three persons or more	47	47
Children in household	37	36
Two or more wage earners	43	43
Own home	69	69
$30,000 or more annual family income	46	41
$40,000 or more annual family income	29	24
Own major credit cards	70	68
REGION OF RESIDENCE		
New England	4	4
Mid-Atlantic	13	13
South Atlantic	18	18
East South Central	6	6
West South Central	11	10
East North Central	18	18
West North Central	9	8
Mountain	6	6
Pacific	15	14

* Adjusted for non-response.

The South Atlantic Census region proved most popular among vacationers, receiving 23 percent of all vacation person-trips. The Pacific Census region with 14 percent ranked second by a small margin over the other regions. One-in-three (34 percent) of all vacation person-trips visited A Counties - those counties composing the 25 largest metropolitan areas. One-in-four vacation travelers visited the city within these areas (Table 6G and 6I).

The largest producer of vacation travel was the East North Central Census region (20 percent). Another 17 percent of the vacation person-trips for the year originated in the South Atlantic Census region. Similar to the average for all travelers, vacation travelers most often came from medium-sized ADIs with populations between 250,000 and 999,999, 44 percent (Tables 6G and 6I).

Demographics of Vacation Travelers

Table L indicates that some differences exist between vacation travelers and total travelers in terms of individual and household characteristics. Vacation travelers tend to show slightly lower levels of professional/managerial employment, college education and income than travelers overall. Their household structures and size, however, appear similar to the average traveler. Comparisons with each region's share of total population reveals no disproportionate incidence of vacation travel.

Weekend Travel

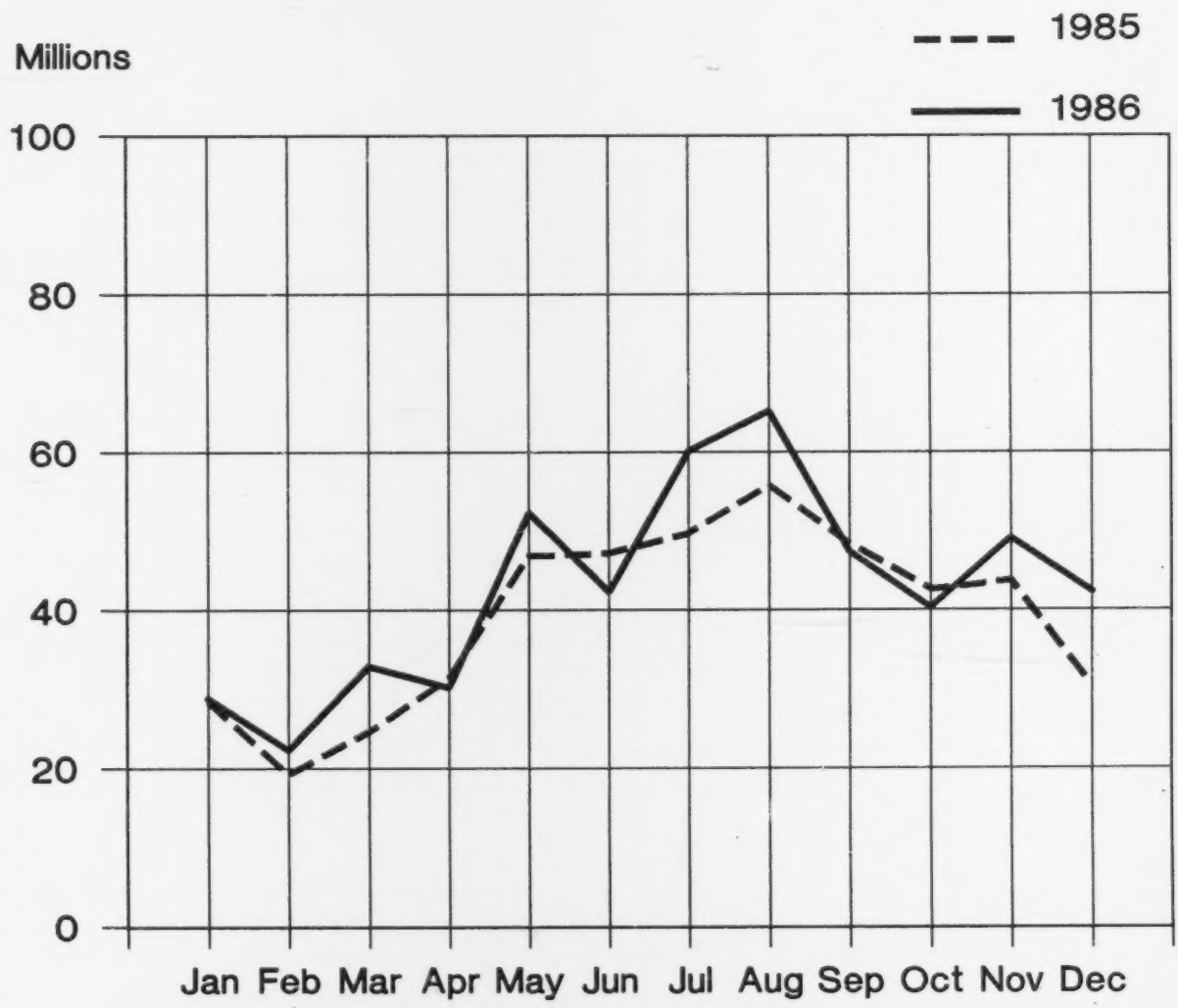
Americans took 252 million trips and 514 million person-trips over weekends during 1986, up 13 percent and nine percent, respectively, from 1985. On the average, 18 million adults took weekend trips during each month of the year (Tables 1A and 1B).

Weekend travel during 1986 lengthened appreciably from a year-earlier in terms of distance. Up 40 round-trip miles from 1985, weekend person-trips averaged 700 miles. The average travel party size of weekend trips fell somewhat from the average for 1985 as indicated by the chart below (Tables 7A and 7B).

Weekend travel tends to cover fewer round-trip miles than other types of travel. In 1986, 44 percent of all weekend person-trips were taken within 400 straight-line, round-trip miles from home. However, a substantial increase in the number of weekend person-trips covering more than 1,000 miles was also noted. Seventeen percent of all weekend person-trips involved travel of this distance (Table 7A and 7B).

FIGURE 7
WEEKEND TRAVEL ROSE 9% IN 1986

Number of weekend person-trips*



*A weekend person trip is one U.S. resident taking a weekend trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

Table M: Characteristics of the Average Weekend Person-trip, 1986 and 1985

	1986	1985
Persons/person-trip	2.04	2.10
Miles/person-trip*	700	660
Nights/person-trip	2.7	2.6

*Round-trip distance for domestic travel only.

While weekend travel was more dependent on auto/truck/RV transportation than travel overall, there was a shift toward a greater reliance on air transportation during 1986. Air transportation garnered a four percentage point gain over year-earlier results and accounted for 14 percent of the weekend person-trips, thus explaining the longer distances covered by weekend travelers. Auto/truck/RV transportation was used by 83 percent of these travelers (Table 7A).

It is not surprising to find, therefore, that hotel/motel use increased among these travelers as well. Virtually all of the additional weekend travel over 1985 involved at least one night in paid accommodations. Overall, 48 percent of all weekend travelers stayed in the homes of people they knew, while 42 percent used commercial lodging (Table 7B).

Although the leading purpose behind weekend travel was to visit friends and relatives (43 percent), a smaller share of weekend travel was motivated by this purpose than in 1985. Meanwhile, sightseeing, entertainment, and outdoor recreation gained four percentage points (38 percent) and business/convention reasons gained two points (11 percent) from a year earlier. Three-fourths (74 percent) of the weekend travel was labeled a vacation (Table 7C).

Greater proportions of weekend person-trips involved the use of travel services than in 1985. Five percent of all weekend travelers rented cars and eight percent consulted a travel agent (Table 7D).

Much of the increase in weekend travel was due to lone travelers. Nearly one-fourth (23 percent) of all weekend person-trips involved single-member travel parties. Children were included on 21 percent of the weekend trips and 37 percent of the person-trips. Children accounted for a somewhat greater share of weekend travelers than of all travelers - 16 percent and 13 percent respectively (Tables 1H and 7E).

The South Atlantic Census region was the most popular destination among weekend travelers. Twenty percent of weekend travelers visited this region. Over one-third (36 percent) of the weekend person-trips were destined to A Counties. The cities

Table N
Demographic Characteristics of Weekend Travelers, 1986

	Total Travelers	Weekend Travelers
INDIVIDUAL CHARACTERISTICS*		
Male	51%	51%
Female	49	49
Married	64	64
Single/never married	26	28
18-24 years	18	22
25-44 years	47	50
45-64 years	26	22
65 years and over	10	7
College complete or more	31	29
Graduate work	11	10
Total white collar	46	47
Professional/managerial	16	15
Blue collar	15	17
HOUSEHOLD CHARACTERISTICS*		
Two persons or less	52	47
Three persons or more	47	53
Children in household	37	40
Two or more wage earners	43	47
Own home	69	67
$30,000 or more annual family income	46	46
$40,000 or more annual family income	29	27
Own major credit cards	70	72
REGION OF RESIDENCE		
New England	4	3
Mid-Atlantic	13	12
South Atlantic	18	18
East South Central	6	6
West South Central	11	13
East North Central	18	19
West North Central	9	9
Mountain	6	5
Pacific	15	15

*Adjusted for non-response.

contained within these 25 largest metropolitan areas were visited by 28 percent of all weekend travelers (Table 7I).

The East North Central Census region generated the largest share of the weekend person-trips (20 percent). With 18 percent, the South Atlantic Census region ranked second. ADIs with populations of less than one million but more than 249,999 provided 43 percent of the weekend travelers. Large ADIs with populations of more than one million generated a 35 percent share (Table 7H and 7I).

Demographics of Weekend Travelers

Weekend travelers are the youngest of all traveler groups considered in this report. Twenty-two percent fell between 18 and 24 years of age. They are somewhat more likely to live in larger households that more often have two or more wage earners than travelers in general. The reported incomes and degrees of education of weekend travelers do not vary significantly from all travelers (Table M).

No particular region's residents were more or less likely to partake in weekend travel than their populations would suggest.

Hotel/Motel Lodging

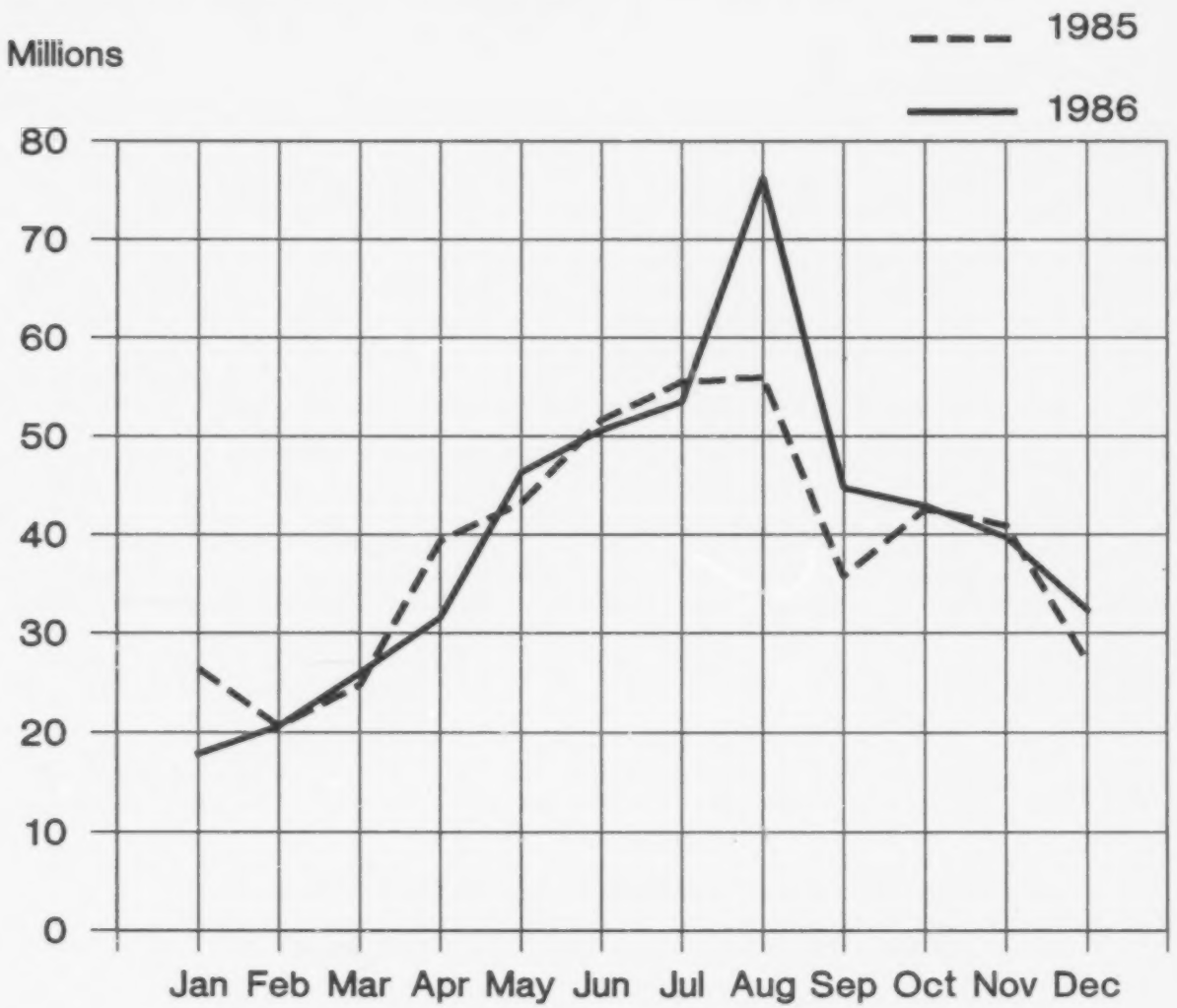
Americans took 264 million trips and 483 million person-trips involving overnight stays in hotels and motels during 1986, up five percent and four percent, respectively, from 1985. On the average, 18 million adults stayed in a hotel or motel during each month of the year (Tables 1A and 1B).

Table O shows the characteristics of hotel/motel travel for 1986 and 1985. It should be noted here that the duration of the average hotel/motel trip shown below includes all nights on the trip and not just those nights spent in a hotel or motel. Overall, the average number of nights actually spent in a hotel/motel was 3.9 nights, and 3.7 nights for domestic trips. While the round-trip distance of those person-trips involving one or more nights' accommodations in hotels or motels fell by only 10 miles, the change in the average duration of the hotel trip was greater. Due to increased participation in shorter duration weekend travel, the average nights spent on a trip that used a hotel or motel fell to 4.4 from 5.1 during the same period a year earlier (Tables 8A and 8B).

Up from 40 percent in 1985, 45 percent of all person-trips involving nights in paid accommodations were taken over weekends. In fact, gains in hotel and motel person-trips can be directly attributed to increases in the popularity of weekend travel (Tables 8A and 8B).

FIGURE 8
HOTEL/MOTEL USAGE GAINED 4% IN 1986

Number of hotel/motel person-trips*



*A hotel/motel person-trip is one U.S. resident taking a hotel/motel trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

Table O: Characteristics of the Average Hotel/Motel Person-trip, 1986 and 1985

	1986	1985
Persons/person-trip	1.83	1.84
Miles/person-trip*	1,080	1,090
Nights/trip**	4.4	5.1

*Round-trip distance for domestic travel only.
**Includes all nights spent away from home.

"Other pleasure" and business/convention purposes both gained in importance among all hotel/motel person-trips. Representing gains of two percentage points each, 48 percent of all hotel/motel users were traveling for "other pleasure" purposes, while 28 percent were on business. Sixty-four percent reported that their trip represented a vacation (Table 8C).

Hotel/motel travelers were most likely to be using personal motor vehicles as the primary mode of transportation, 69 percent. Twenty-six percent flew to their destinations (Table 8A).

Hotel/motel travelers were heavy users of the travel-related services identified in this study. Twenty-one percent consulted a travel agent, and 18 percent used the agent to make reservations. Sixteen percent of the hotel/motel travelers rented a car for their transportation needs. Package tours accounted for eight percent of the hotel/motel person-trips (Table 8D).

Nearly half (49 percent) of all trips involving stays in these accommodations were taken by a lone person. They accounted for 28 percent of the hotel/motel person-trips. Children were involved on 31 percent of these person-trips (Table 8E).

The South Atlantic Census region hosted the greatest share of hotel/motel travelers. Twenty-two percent of the person-trips involving stays in commercial lodging were destined to this region (Table 8G).

The leading producer of hotel/motel users was the East North Central Census region, 20 percent. Another 17 percent of the hotel/motel visitors came from the second most prolific producer, the South Atlantic (Table 8H).

By area of origin, large ADIs with populations of one million or more account for proportionately more hotel/motel travelers than travelers overall. These areas originate 39 percent of the hotel/motel person-trips compared to 34 percent of all person-trips (Table 1K and 8I).

Table P
Demographic Characteristics of Hotel/Motel Travelers, 1986

	Total Travelers	Hotel/Motel Travelers
INDIVIDUAL CHARACTERISTICS*		
Male	51%	56%
Female	49	44
Married	64	67
Single/never married	26	26
18-24 years	18	16
25-44 years	47	51
45-64 years	26	24
65 years and over	10	9
College complete or more	31	35
Graduate work	11	13
Total white collar	46	53
Professional/managerial	16	18
Blue collar	15	15
HOUSEHOLD CHARACTERISTICS*		
Two persons or less	52	50
Three persons or more	47	50
Children in household	37	40
Two or more wage earners	43	47
Own home	69	71
$30,000 or more annual family income	46	55
$40,000 or more annual family income	29	35
Own major credit cards	70	76
REGION OF RESIDENCE		
New England	4	4
Mid-Atlantic	13	14
South Atlantic	18	17
East South Central	6	7
West South Central	11	11
East North Central	18	18
West North Central	9	8
Mountain	6	6
Pacific	15	15

*Adjusted for non-response.

Demographics of Hotel/Motel Users

Hotel/motel travelers are more upscale than travelers overall. Fifty-three percent are engaged in white collar occupations, 35 percent have household incomes of more than $40,000, and nearly three-quarters own their home. They are also more likely than other travelers to be male, married, and possess major credit cards. Over half are between 25 and 44 years old. (Table P).

Regionally, hotel/motel use was not predisposed to residents of any specific area. Rather, just like travel overall, the share of hotel/motel users a region contributes was based on its population.

APPENDICES

APPENDIX A

TABLES OF RESULTS

Table 1A: Monthly Average Number and Percent of U.S. Adults Taking Trips by Major Trip Characteristics, Full Year, 1986 and 1985

Trip Characteristics	U.S. Adults (Millions) 1986	U.S. Adults (Millions) 1985	Percent of U.S. Adults 1986	Percent of U.S. Adults 1985
Total Population	176.0	174.2	100%	100%
Took one or more trips	43.2	41.4	25	24
Purpose of trip				
Visit friends/relatives	16.1	15.2	9	9
Other pleasure	14.4	13.5	8	8
Business/convention	8.3	8.8	5	5
Mode of transport				
Auto/truck/RV	30.2	28.3	17	16
Air	9.2	9.1	5	5
Vacation trip	25.2	24.5	14	14
Weekend trip	17.5	16.2	10	9
Type of Lodging				
Hotel/motel	18.3	17.5	10	10

Source: U.S. Travel Data Center

Table 1B: Number of Trips and Person-trips for Major Trip Characteristics, Full Year, 1986 and 1985

Trip Characteristics	Trips (millions) 1986	Trips (millions) 1985	Person-trips (millions) 1986	Person-trips (millions) 1985
All trips	592.3	558.4	1,121.5	1,077.6
Purpose of trip				
Visit friends and relatives	214.9	206.8	442.5	430.8
Other pleasure	200.3	177.6	418.9	376.0
Business/convention	140.0	133.3	189.0	185.2
Modes of transport				
Auto/truck/RV	405.6	376.1	832.1	797.7
Air	143.4	140.5	231.0	217.3
Vacation trip	354.3	339.8	752.4	728.7
Weekend trip	252.0	224.0	513.5	470.1
Type of Lodging				
Hotel/motel	264.3	252.6	483.2	464.7

Source: U.S. Travel Data Center

Table 1C: Percent Distribution of TOTAL Trips and Person-trips by Round-trip Distance and Mode of Transport, Full Year, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
Trip Distance*	1986	1985	1986	1985
200-299 miles	22%	18%	21%	19%
300-399 miles	13	14	14	14
400-599 miles	17	17	17	18
600-999 miles	15	15	15	15
1,000-1,999 miles	15	15	14	14
2,000 miles or more	13	13	13	12
Outside U.S.	5	8	6	7
Total	100%	100%	100%	100%
Average distance (miles)*	990	1,020	970	960
Mode of Transportation				
Auto/truck/RV	69%	68%	75%	75%
Airplane	24	25	21	20
Bus	3	3	2	2
Train	1	1	*	1
Other	2	2	2	1
Total	100%	100%	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1986 - 592.3 million trips,
1,121.5 million person-trips;

Full Year, 1985 - 558.4 million trips,
1,077.6 million person-trips.

Table 1D: Percent Distribution of TOTAL Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
Trip Duration	1986	1985	1986	1985
No nights	9%	8%	8%	6%
One night	14	12	11	11
2 to 3 nights	38	38	38	39
4 to 9 nights	28	30	30	31
10 nights or more	12	12	12	13
Total	100%	100%	100%	100%
Average duration (nights)	4.9	5.4	5.2	5.4
Type of Lodging				
Home of friends /relatives	38%	42%	41%	44%
Hotel/motel/motor hotel	45	45	43	43
Rented cabin/condo./ vacation home	3	2	4	3
Owned cabin/condo./ vacation home	2	3	3	3
Camper/RV/tent	4	4	5	5
Other	2	3	2	3
No nights	9	8	8	6

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: Full Year, 1986 - 592.3 million trips, 1,121.5 million person-trips;

Full Year, 1985 - 558.4 million trips, 1,077.6 million person-trips.

Table 1E: Percent Distribution of TOTAL Trips and Person-trips by Purpose and Type of Trip, Full Year, 1986 and 1986

Purpose of Trip	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Visit friends/relatives	36%	37%	39%	40%
Other pleasure	34	32	37	35
Business/convention	24	24	17	17
Other	6	7	7	8
Total	100%	100%	100%	100%
Vacation or Other Trip				
Vacation trip	60%	61%	67%	68%
Not a Vacation trip	40	39	33	32
Total	100%	100%	100%	100%
Weekend or Other Trip				
Weekend trip	43%	40%	46%	44%
Not a weekend trip	57	60	54	56
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1986 - 592.3 million trips,
1,121.5 million person-trips;

Full Year, 1985 - 558.4 million trips,
1,077.6 million person-trip.

Table 1F: Percent Distribution of TOTAL Trips and Person-trips by Travel-Related Services, Full Year, 1986 and 1985

Travel Related Services	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Car Rental				
Rented a car	9%	9%	8%	7%
Did not rent a car	91	91	92	93
Package Tour				
Was a package tour	4%	6%	5%	5%
Was not a package tour	96	94	95	95
Travel Agent				
Consulted agent	14%	15%	13%	13%
Used for reservations	11	10	10	9
Not used for reservations	3	5	3	4
Didn't consult agent	86	85	87	87

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1986 - 592.3 million trips, 1,121.5 million person-trips;

Full Year, 1985 - 558.4 million trips, 1,077.6 million person-trips.

Table 1G: Percent Distribution of TOTAL Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Travel Party Size				
One	49%	47%	26%	25%
Two	31	30	33	31
Three	11	11	17	18
Four	6	7	13	14
Five or more	4	4	11	12
Total	100%	100%	100%	100%
Travel Party Structure				
One adult without children	49%	47%	26%	25%
Two or more adults, without children	34	35	40	41
One adult with children	4	5	7	6
Two or more adults with children	13	14	28	29
Total	100%	100%	100%	100%

Note: Details may not to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1986 - 592.3 million trips, 1,121.5 million person-trips;

Full Year, 1985 - 558.4 million trips, 1,077.6 million person-trips.

Table 1H: Percent Distribution of TOTAL Trips and Person-trips by Family Income and Age, Full Year, 1986 and 1985

Family Income	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Less than $10,000	7%	7%	7%	5%
$10,000-$19,999	16	16	15	16
$20,000-$29,999	19	19	20	20
$30,000 or more	43	43	44	43
Not reported	15	15	15	16
Total	100%	100%	100%	100%

Age*	Percent of Person-trips	
	1986	1985
Less than 18 years**	13%	16%
18-24 years	13	11
25-34 years	21	21
35-44 years	18	19
45-54 years	12	12
55-64 years	12	12
65 years or older	10	8
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: Full Year, 1986 - 592.3 million trips, 1,121.5 million person-trips;
Full Year, 1985 - 558.4 million trips, 1,077.6 million person-trips.

Table 1I: Percent Distribution of TOTAL Trips and Person-trips by Destination Region, Full Year, 1986 and 1985

Destination Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	5%	4%	5%
Mid-Atlantic	9	9	8	10
South Atlantic	21	20	22	21
East South Central	6	6	7	6
West South Central	10	11	10	11
East North Central	13	1	13	11
West North Central	8	7	8	6
Mountain	8	10	8	11
Pacific	15	13	14	12
Outside U.S.	5	8	6	7
Total	100%	100%	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1986 - 592.3 million trips, 1,121.5 million person-trips;

Full Year, 1985 - 558.4 million trips, 1,077.6 million person-trips.

Table 1J: Percent Distribution of TOTAL Trips and Person-trips by Region of Trips Origin, Full Year, 1986 and 1985

Origin Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	5%	4%	5%
Mid-Atlantic	13	14	13	14
South Atlantic	17	17	17	18
East South Central	6	6	6	6
West South Central	12	12	12	12
East North Central	18	16	19	16
West North Central	9	8	9	9
Mountain	6	6	6	7
Pacific	15	16	13	14
Total	100%	100%	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1986 - 592.3 million trips,
1,121.5 million person-trips;

Full Year, 1985 - 558.4 million trips,
1,077.6 million person-trips.

Table 1K: Percent Distribution of TOTAL Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	35%	34%
250,000 to 999,999	43	43
50,000 to 249,999	20	21
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	41%	38%
Within Major City	32%	29%
B County	25	27
C County	16	16
D County	13	14
Outside U.S.	5	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: Full Year, 1986 - 592.3 million trips,
1,121.5 million person-trips.

Table 2A: Percent Distribution of AIR Trips and Person-trips by Round-trip Distance, Full Year, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	3%	3%
300-399 miles	3	3
400-599 miles	7	7
600-999 miles	13	12
1,000-1,999 miles	30	27
2,000 miles or more	33	36
Outside U.S.	11	13
Total	100%	100%
Average distance*	1,950 miles	2,110 miles

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* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2B: Percent Distribution of AIR Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	8%	6%
One night	7	6
2 to 3 nights	31	30
4 to 9 nights	37	39
10 nights or more	16	19
Total	100%	100%
Average duration	6.6 nights	7.1 nights
Type of Lodging		
Home of friends/relatives	33%	37%
Hotel/motel/motor hotel	55	54
Rented cabin/condo./ vacation home	2	3
Owned cabin/condo./ vacation home	2	2
Camper/RV/tent	1	1
Other	3	4
No nights	8	6

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2C: Percent Distribution of AIR Trips and Person-trips by Purpose and Type of Trip, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	28%	32%
Other pleasure	29	30
Business/convention	38	34
Other	5	5
Total	100%	100%
Vacation or Other Trip		
Vacation trip	50%	61%
Not a Vacation trip	50%	39
Total	100%	100%
Weekend or Other Trip		
Weekend trip	29%	30%
Not a weekend trip	71	70
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2D: Percent Distribution of AIR Trips and Person-trips by Travel-Related Services, Full Year, 1986

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	29%	31%
Did not rent a car	71	69
Package Tour		
Was a package tour	10%	13%
Was not a package tour	90	87
Travel Agent		
Consulted agent	42%	43%
Used for reservations	32	34
Not used for reservations	10	9
Didn't consult agent	58	57

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2E: Percent Distribution of AIR Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	49%	38%
Two	31	31
Three	11	15
Four	6	8
Five or more	4	7
Total	100%	100%
Travel Party Structure		
One adult without children	49%	38%
Two or more adults, without children	34	46
One adult with children	4	3
Two or more adults with children	13	14
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2F: Percent Distribution of AIR Trips and Person-trips by Family Income and Age, Full Year, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	6%
$10,000-$19,999	10	10
$20,000-$29,999	15	16
$30,000 or more	52	52
Not reported	15	15
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	6%
18-24 years	14
25-34 years	22
35-44 years	23
45-54 years	13
55-64 years	11
65 years or older	11
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2G: Percent Distribution of AIR Trips and Person-trips by Destination Region, Full Year, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	2%
Mid Atlantic	7	6
South Atlantic	17	18
East South Central	3	3
West South Central	9	8
East North Central	9	8
West North Central	5	5
Mountain	12	12
Pacific	24	25
Outside U.S.	11	13
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2H: Percent Distribution of AIR Trips and Person-trips by Region of Trip Origin, Full Year, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	5%	6%
Mid-Atlantic	13	13
South Atlantic	14	14
East South Central	5	4
West South Central	13	14
East North Central	14	14
West North Central	9	9
Mountain	7	7
Pacific	20	19
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 2I: Percent Distribution of AIR Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	48%	47%
250,000 to 999,999	35	35
50,000 to 249,999	15	16
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	59%	55%
Within Major City	50%	46%
B County	14	15
C County	10	10
D County	5	6
Outside U.S.	11	13
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 143.4 million air trips,
231.0 million air person-trips.

Table 3A: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Round-trip Distance, Full Year, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	28%	27%
300-399 miles	17	17
400-599 miles	20	20
600-999 miles	16	17
1,000-1,999 miles	10	10
2,000 miles or more	7	6
Outside U.S.	3	2
Total	100%	100%
Average distance*	690 miles	690 miles

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	9%	8%
One night	14	12
2 to 3 nights	42	42
4 to 9 nights	25	28
10 nights or more	9	10
Total	100%	100%
Average duration	4.3 nights	4.6 nights
Type of Lodging		
Home of friends/relatives	41%	43%
Hotel/motel/motor hotel	41	40
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	3	3
Camper/RV/tent	6	6
Other	2	2
No nights	9	8

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3C: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Purpose and Type of Trip, Full Year, 1986

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	40%	42%
Other pleasure	36	37
Business/convention	18	12
Other	7	8
Total	100%	100%
Vacation or Other Trip		
Vacation trip	65%	71%
Not a Vacation trip	35	29
Total	100%	100%
Weekend or Other Trip		
Weekend trip	49%	51%
Not a weekend trip	51	49
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3D: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel-Related Services, Full Year, 1986

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	3%	2%
Did not rent a car	97	98
Package Tour		
Was a package tour	1%	1%
Was not a package tour	99	99
Travel Agent		
Consulted agent	4%	3%
Used for reservations	2	2
Not used for reservations	2	1
Didn't consult agent	96	97

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3E: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	41%	21%
Two	34	33
Three	12	18
Four	8	15
Five or more	4	14
Total	100%	100%
Travel Party Structure		
One adult without children	41%	21%
Two or more adults, without children	36	39
One adult with children	5	7
Two or more adults with children	17	32
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3F: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Family Income and Age, Full Year, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	6%
$10,000-$19,999	18	17
$20,000-$29,999	21	21
$30,000 or more	39	42
Not reported	15	13
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	16%
18-24 years	13
25-34 years	22
35-44 years	17
45-54 years	12
55-64 years	12
65 years or older	9
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3G: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Destination Region, Full Year, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	9	9
South Atlantic	23	23
East South Central	7	8
West South Central	11	10
East North Central	15	15
West North Central	9	9
Mountain	7	7
Pacific	12	12
Outside U.S.	3	2
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3H: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Region of Trip Origin, Full Year, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	12	12
South Atlantic	18	18
East South Central	6	7
West South Central	12	12
East North Central	20	21
West North Central	9	8
Mountain	6	6
Pacific	13	12
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 3I: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	32%	31%
250,000 to 999,999	45	45
50,000 to 249,999	22	22
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	34%	33%
Within Major City	25%	24%
B County	29	31
C County	18	18
D County	16	16
Outside U.S.	3	2
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 405.6 million auto/truck/RV trips,
832.1 million auto/truck/RV person-trips.

Table 4A: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Round-trip Distance and Mode of Transportation, Full Year, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	21%	21%
300-399 miles	10	11
400-599 miles	15	14
600-999 miles	15	15
1,000-1,999 miles	20	19
2,000 miles or more	14	14
Outside U.S.	4	5
Total	100%	100%
Average distance*	1,080 miles	1,060 miles
Mode of Transportation		
Auto/truck/RV	52%	55%
Airplane	43	40
Bus	1	1
Train	1	1
Other	3	3
Total	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4B: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	13%	12%
One night	17	16
2 to 3 nights	37	37
4 to 9 nights	28	30
10 nights or more	5	6
Total	100%	100%
Average duration	3.8 nights	4.0 nights
Type of Lodging		
Home of friends/relatives	12%	13%
Hotel/motel/motor hotel	70	71
Rented cabin/condo./ vacation home	1	1
Owned cabin/condo./ vacation home	1	1
Camper/RV/tent	2	2
Other	2	3
No nights	13	12

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4C: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Type of Trip, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	12%	18%
Not a vacation trip	88	82
Total	100%	100%
Weekend or Other Trip		
Weekend trip	26%	27%
Not a weekend trip	74	73
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4D: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Travel-Related Services, Full Year, 1986

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	19%	17%
Did not rent a car	81	83
Travel Agent		
Consulted agent	25%	22%
Used for reservations	21	20
Not used for reservations	4	2
Didn't consult agent	75	78

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4E: Percent Distribution of BUSINESS/CONVENITON Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	75%	56%
Two	18	27
Three	4	9
Four	1	4
Five or more	1	5
Total	100%	100%
Travel Party Structure		
One adult without children	75%	56%
Two or more adults, without children	18	31
One adult with children	3	4
Two or more adults with children	3	9
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4F: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Family Income and Age, Full Year, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	3%	5%
$10,000-$19,999	9	11
$20,000-$29,999	15	15
$30,000 or more	58	56
Not reported	15	13
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	5%
18-24 years	11
25-34 years	24
35-44 years	27
45-54 years	16
55-64 years	11
65 years or older	6
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4G: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Destination Region, Full Year, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	8	9
South Atlantic	20	20
East South Central	5	5
West South Central	12	12
East North Central	14	14
West North Central	6	5
Mountain	9	9
Pacific	18	17
Outside U.S.	4	5
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4H: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Region of Trips Origin, Full Year, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	12	11
South Atlantic	17	16
East South Central	8	9
West South Central	13	14
East North Central	15	16
West North Central	7	7
Mountain	7	7
Pacific	17	16
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 4I: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	40%	38%
250,000 to 999,999	40	41
50,000 to 249,999	20	20
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	55%	53%
Within Major City	46%	44%
B County	21	24
C County	11	11
D County	9	8
Outside U.S.	4	5
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 140.0 million business/convention trips,
189.0 million business/convention person-trips.

Table 5A: Percent Distribution of PLEASURE Trips and Person-trips by Round-trip Distance and Mode of Transportation, Full Year, 1986

Trip Distance**	Percent of Trips	Percent of Person-trips
200-299 miles	21%	21%
300-399 miles	13	13
400-599 miles	17	18
600-999 miles	15	15
1,000-1,999 miles	14	13
2,000 miles or more	14	13
Outside U.S.	6	6
Total	100%	100%
Average distance**	970 miles	960 miles
Mode of Transportation		
Auto/truck/RV	73%	76%
Airplane	21	20
Bus	3	2
Train	1	*
Other	1	1
Total	100%	100%

* Less than 0.5 percent.
** Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips.

Table 5B: Percent Distribution of PLEASURE Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	6%	5%
One night	10	9
2 to 3 nights	39	39
4 to 9 nights	30	32
10 nights or more	14	15
Total	100%	100%
Average duration	5.3 nights	5.5 nights
Type of Lodging		
Homes of friends/relatives	47%	48%
Hotel/motel/motor hotel	39	38
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	3	3
Camper/RV/tent	5	6
Other	3	2
No nights	6	5

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips.

Table 5C: Percent Distribution of PLEASURE Trips and Person-trips by Type of Trip, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	79%	82%
Not a Vacation trip	21	18
Total	100%	100%
Weekend or Other Trip		
Weekend trip	49%	50%
Not a weekend trip	51	50
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips.

Table 5D: Percent Distribution of PLEASURE Trips and Person-trips by Travel-Related Services, Full Year, 1986

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	6%	6%
Did not rent a car	94	94
Package Tour		
Was a package tour	5%	6%
Was not a package tour	95	94
Travel Agent		
Consulted agent	13%	12%
Used for reservations	9	8
Not used for reservations	4	4
Didn't consult agent	87	88

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 415.2 million pleasure trips,
861.4 million pleasure air trips.

Table 5E: Percent Distribution of PLEASURE Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	40%	20%
Two	35	33
Three	12	18
Four	8	15
Five or more	5	13
Total	100%	100%
Travel Party Structure		
One adult without children	40%	20%
Two or more adults, without children	38	41
One adult with children	5	7
Two or more adults with children	17	32
Total	100%	100%

Note: Details may not to totals due to rounding.
Source: U.S. Travel Data Center

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips.

Table 5F: Percent Distribution of PLEASURE Trips and Person-trips by Family Income and Age, Full Year, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	8%	7%
$10,000-$19,999	18	17
$20,000-$29,999	21	21
$30,000 or more	39	42
Not reported	14	14
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	15%
18-24 years	14
25-34 years	22
35-44 years	16
45-54 years	12
55-64 years	12
65 years or older	10
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips.

Table 5G: Percent Distribution of PLEASURE Trips and Person-trips by Destination Region, Full Year, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	9	9
South Atlantic	22	22
East South Central	7	7
West South Central	9	9
East North Central	12	12
West North Central	8	8
Mountain	9	9
Pacific	14	14
Outside U.S.	6	6
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips.

Table 5H: Percent Distribution of PLEASURE Trips and Person-trips by Region of Trip Origin, Full Year, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	13	13
South Atlantic	17	17
East South Central	6	7
West South Central	12	12
East North Central	19	19
West North Central	9	9
Mountain	6	6
Pacific	14	13
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips.

Table 5I: Percent Distribution of PLEASURE Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	36%	34%
250,000 to 999,999	43	44
50,000 to 249,999	19	21
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	38%	35%
Within Major City	29%	26%
B County	26	28
C County	16	16
D County	14	15
Outside U.S.	6	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 415.2 million pleasure trips,
861.4 million pleasure person-trips;

Table 6A: Percent Distribution of VACATION Trips and Person-trips by Round-trip Distance and Mode of Transport, Full Year, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	20%	20%
300-399 miles	13	13
400-599 miles	16	16
600-999 miles	16	16
1,000-1,999 miles	14	14
2,000 miles or more	14	13
Outside U.S.	7	7
Total	100%	100%
Average distance*	1,030 miles	1,010 miles
Mode of Transportation		
Auto/truck/RV	76%	77%
Airplane	20	19
Bus	3	2
Train	1	*
Other	1	1
Total	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6B: Percent Distribution of VACATION Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	5%	4%
One night	8	8
2 to 3 nights	38	37
4 to 9 nights	33	35
10 nights or more	15	16
Total	100%	100%
Average duration	5.6 nights	5.7 nights
Type of Lodging		
Home of friends/relatives	47%	47%
Hotel/motel/motor hotel	39	40
Rented cabin/condo./ vacation home	4	5
Owned cabin/condo./ vacation home	3	3
Camper/RV/tent	6	6
Other	3	2
No nights	5	4

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6C: Percent Distribution of VACATION Trips and Person-trips by Purpose and Type of Trip, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	45%	45%
Other pleasure	46	47
Business/convention	5	4
Other	5	4
Total	100%	100%
Weekend or Other Trip		
Weekend trip	49%	50%
Not a weekend trip	51	50
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6D: Percent Distribution of VACATION Trips and Person-trips by Travel-Related Services, Full Year, 1986

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	6%	6%
Did not rent a car	94	94
Package Tour		
Was a package tour	6%	6%
Was not a package tour	94	94
Travel Agent		
Consulted agent	13%	12%
Used for reservations	9	8
Not used for reservations	4	4
Didn't consult agent	87	88

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6E: Percent Distribution of VACATION Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	38%	18%
Two	35	34
Three	13	18
Four	9	16
Five or more	6	14
Total	100%	100%
Travel Party Structure		
One adult without children	38%	18%
Two or more adults, without children	40	42
One adult with children	6	8
Two or more adults with children	17	32
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6F: Percent Distribution of VACATION Trips and Person-trips by Family Income and Age, Full Year, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	8%	7%
$10,000-$19,999	18	16
$20,000-$29,999	21	21
$30,000 or more	38	42
Not reported	16	14
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	15%
18-24 years	14
25-34 years	22
35-44 years	15
45-54 years	11
55-64 years	12
65 years or older	11
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6G: Percent Distribution of VACATION Trips and Person-trips by Destination Region, Full Year, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	9	9
South Atlantic	23	23
East South Central	6	7
West South Central	8	8
East North Central	12	13
West North Central	8	8
Mountain	8	8
Pacific	15	14
Outside U.S.	7	7
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6H: Percent Distribution of VACATION Trips and Person-trips by Region of Trip Origin, Full Year, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	14	14
South Atlantic	17	17
East South Central	6	6
West South Central	11	11
East North Central	19	20
West North Central	9	8
Mountain	6	6
Pacific	14	13
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 6I: Percent Distribution of VACATION Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	36%	34%
250,000 to 999,999	44	44
50,000 to 249,999	19	20
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	36%	34%
Within Major City	26%	25%
B County	27	28
C County	16	16
D County	14	15
Outside U.S.	7	7
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 354.3 million vacation trips,
752.4 million vacation person-trips.

Table 7A: Percent Distribution of WEEKEND Trips and Person-trips by Round-trip Distance and Mode of Transport, Full Year, 1986

Trip Distance**	Percent of Trips	Percent of Person-trips
200-299 miles	26%	26
300-399 miles	17	18
400-599 miles	20	22
600-999 miles	15	14
1,000-1,999 miles	10	10
2,000 miles or more	9	7
Outside U.S.	4	3
Total	100%	100%
Average distance**	730 miles	700 miles
Mode of Transportation		
Auto/truck/RV	80%	83%
Airplane	16	14
Bus	2	2
Train	*	*
Other	1	1
Total	100%	100%

* Less than 0.5 percent.
** Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 252.0 million weekend trips,
513.5 million weekend person-trips.

Table 7B: Percent Distribution of WEEKEND Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	*%	*%
One night	15	19
2 to 3 nights	62	60
4 to 9 nights	23	22
10 nights or more	*	*
Total	100%	100%
Average duration	2.6 nights	2.7 nights
Type of Lodging		
Home of friends/relatives	47%	48%
Hotel/motel/motor hotel	43	42
Rented cabin/condo./ vacation home	3	3
Owned cabin/condo./ vacation home	2	2
Camper/RV/tent	5	5
Other	2	2
No nights	*	*

* Less than 0.5 percent
Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 252.0 million weekend trips,
513.5 million weekend person-trips.

Table 7C: Percent Distribution of WEEKEND Trips and Person-trips by Purpose and Type of Trip, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	42%	43%
Other pleasure	37	38
Business/convention	15	11
Other	6	7
Total	100%	100%
Vacation or Other Trip		
Vacation trip	71%	74%
Not a vacation trip	29	26
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 252.0 million weekend trips,
513.5 million weekend person-trips.

Table 7D: Percent Distribution of WEEKEND Trips and Person-trips by Travel-Related Services, Full Year, 1986

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	6%	5%
Did not rent a car	94	95
Package Tour		
Was a package tour	3%	3%
Was not a package tour	97	97
Travel Agent		
Consulted agent	9%	8%
Used for reservations	6	6
Not used for reservations	3	2
Didn't consult agent	91	92

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 252.0 million weekend trips,
513.5 million weekend person-trips.

Table 7E: Percent Distribution of WEEKEND Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	44%	23%
Two	32	31
Three	13	19
Four	7	14
Five or more	5	12
Total	100%	100%
Travel Party Structure		
One adult without children	44%	23%
Two or more adults, without children	36	39
One adult with children	5	7
Two or more adults with children	16	30
Total	100%	100%

Note: Details may not to totals due to rounding.
Source: U.S. Travel Data Center

Base: 252.0 million weekend trips,
313.5 million weekend person-trips.

Table 7F: Percent Distribution of WEEKEND Trips and Person-trips by Family Income and Age, Full Year, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7	6%
$10,000-$19,999	15	14
$20,000-$29,999	22	22
$30,000 or more	42	44
Not reported	14	14
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	16%
18-24 years	15
25-34 years	25
35-44 years	19
45-54 years	11
55-64 years	9
65 years or older	6
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 252.0 million weekend trips,
513.5 million weekend person-trips.

Table 7G: Percent Distribution of WEEKEND Trips and Person-trips by Destination Region, Full Year, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	9	9
South Atlantic	20	20
East South Central	6	7
West South Central	12	12
East North Central	14	14
West North Central	9	8
Mountain	8	9
Pacific	14	14
Outside U.S.	4	3
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 252.0 million weekend trips,
513.5 million weekend person-trips.

Table 7H: Percent Distribution of WEEKEND Trips and Person-trips by Region of Trip Origin, Full Year, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	11	12
South Atlantic	18	18
East South Central	5	5
West South Central	13	13
East North Central	20	20
West North Central	9	9
Mountain	6	6
Pacific	15	14
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 252.0 million weekend trips,
513.5 million weekend person-trips.

Table 7I: Percent Distribution of WEEKEND Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	36%	35%
250,000 to 999,999	42	43
50,000 to 249,999	20	20
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	39%	36%
Within Major City	30%	28%
B County	26	28
C County	17	18
D County	14	15
Outside U.S.	4	3
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 143.4 million weekend trips,
231.0 million weekend person-trips;

Table 8A: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Round-trip Distance and Mode of Transport, Full Year, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	17%	17%
300-399 miles	12	13
400-599 miles	16	17
600-999 miles	16	16
1,000-1,999 miles	17	15
2,000 miles or more	15	14
Outside U.S.	7	8
Total	100%	100%
Average distance*	1,090 miles	1,080 miles
Mode of Transportation		
Auto/truck/RV	65%	69%
Airplane	30	26
Bus	2	2
Train	1	1
Other	2	2
Total	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8B: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Duration of Trip, Full Year, 1986

Trip Duration	Percent of Trips	Percent of Person-trips
No nights	0%	0%
One night	15	13
2 to 3 nights	42	41
4 to 9 nights	32	34
10 nights or more	11	12
Total	100%	100%
Average duration	4.4 nights	4.8 nights

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8C: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Purpose and Type of Trip, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	17%	18%
Other pleasure	42	48
Business/convention	36	28
Other	5	6
Total	100%	100%
Vacation or Other Trip		
Vacation trip	54%	64%
Not a Vacation trip	46	36
Total	100%	100%
Weekend or Other Trip		
Weekend trip	41%	45%
Not a weekend trip	59	55
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8D: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Travel-Related Services, Full Year, 1986

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	19%	16%
Did not rent a car	81	84
Package Tour		
Was a package tour	7%	8%
Was not a package tour	93	92
Travel Agent		
Consulted agent	22%	21%
Used for reservations	19	18
Not used for reservations	3	3
Didn't consult agent	778	79

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8E: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Travel Party Size and Structure, Full Year, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	49%	28%
Two	30	35
Three	10	16
Four	5	12
Five or more	7	10
Total	100%	100%
Travel Party Structure		
One adult without children	49%	28%
Two or more adults, without children	36	41
One adult with children	4	6
Two or more adults with children	12	25
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8F: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Family Income and Age, Full Year, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	5%	5%
$10,000-$19,999	11	11
$20,000-$29,999	20	20
$30,000 or more	49	50
Not reported	15	14
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	11%
18-24 years	12
25-34 years	21
35-44 years	22
45-54 years	12
55-64 years	12
65 years or older	9
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8G: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Destination Region, Full Year, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	8	8
South Atlantic	22	22
East South Central	6	8
West South Central	8	7
East North Central	12	12
West North Central	6	6
Mountain	10	10
Pacific	16	15
Outside U.S.	7	8
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8H: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Region of Trip Origin, Full Year, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	13	13
South Atlantic	17	17
East South Central	7	8
West South Central	11	11
East North Central	19	20
West North Central	7	6
Mountain	5	5
Pacific	16	15
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 264.3 million hotel/motel trips,
483.2 million hotel/motel person-trips.

Table 8I: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by ADI of Origin and Area of Destination, Full Year, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	40%	39%
250,000 to 999,999	40	41
50,000 to 249,999	20	20
Less than 50,000	*	*
Total	100%	100%
Area of Destination		
A County	47%	43%
Within Major City	38%	35%
B County	24	27
C County	13	14
D County	9	8
Outside U.S.	7	8
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 264.6 million hotel/motel trips,
483.2 million hotel/motel person-trips;

APPENDIX B
GLOSSARY OF TERMS

ADI (Area of Dominant Influence) of Origin. The geographic area of origin of the respondent is defined as the ADI (Area of Dominant Influence) in which the respondent resides. An ADI is defined by the Arbitron Ratings Company as including all counties in which the television stations from a given city are watched more than television stations from any other city. Therefore, an ADI includes not only the metropolitan statistical area (MSA), but also all the surrounding towns and counties which receive the major share of their television exposure from that point.

In this report, following Arbitron's standards, the ADIs of origin are classified according to four population categories: Over one million (large); 250,000 to 999,999 (medium); 50,000 to 249,999 (small); and under 50,000 (also small).

Air Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "airplane."

Area of Destination. Following Arbitron's standards, four county types are identified: "A" Counties are those counties located in the 25 most populated metropolitan statistical areas (MSAs) in the U.S.; "B" Counties have populations of or are located within MSAs of over 150,000 (but are not"A" counties); "C" Counties have populations of or are located within MSAs of 35,000 to 150,000 (but are not "A" or "B" counties); "D" Counties describe all others. Also, those who visited the actual city within the top 25 MSAs are shown as a component of the "A" County category.

Auto/Truck/RV Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "auto or truck without camping equipment," "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Census Region of Origin /Destination. Data from the National Travel Survey are tabulated by the following regions, as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, East North Central, West North Central, South Atlantic, East South Central, Mountain, and Pacific. In addition, travel outside the U.S. is broken down by Canada, Mexico and Overseas.

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip what is the name of the destination or farthest place you reached on that trip?

Distance. See "Trip Distance."

Duration. See "Trip Duration."

East North Central. The geographic area of the U.S. comprising the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

East South Central. The geographic area of the U.S. comprising the states of Alabama, Kentucky, Mississippi, and Tennessee.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the respondent's family.

Geographic Residence/Destination. Information on the geographic area of residence of the respondent and the trip destination is classified according ADI's as defined by the Arbitron Ratings Company. See "ADI of Origin" and "Area of Destination".

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Inside U.S. In this report, this term refers to all travel within the United States, including Alaska and Hawaii.

Lodging. Information was gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enrounte, for example, nights spent in a common carrier, and (7) other.

MSA. See "Metropolitan Statistical Area."

Metropolitan Statistical Area. A Metropolitan Statisical Area (MSA) is an integrated economic and social unit with a large population nucleus. Each MSA consists of one or more counties meeting standards of population and metropolitan character, except New England where towns and cities rather than counties are the basic geographic units.

Mid-Atlantic. The geographic area of the U.S. comprising the states of New Jersey, New York, and Pennsylvania.

Mode of Transport. Each trip is classified by the respondent according to the primary mode of transportation in answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) Auto or truck without camping equipment, (2) auto or truck with camper trailer or camping

equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Mountain. The geographic area of the U.S. comprising the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming.

New England. The geographic area of the U.S. comprising the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Outside the U.S. The geographic area comprising all foreign destinations, excluding the contiguous U.S., Alaska, and Hawaii.

Pacific. Alaska, California, Hawaii, Oregon, and Washington.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip was given as "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)." .

Purpose of Trip. The respondent was asked to identify for each trip reported the "main reason for this trip." Responses were classified as follows: (1) visit friends and relatives, (2) Convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and realtives, three person-trips were counted for this purpose. Similarly, if the trip had been primarily for business, three person-trips were counted for business.

In this report, travel for "convention, seminar, meeting," and "business" has been combined, and travel for "outdoor recreation," and "entertainment" has been combined into a "pleasure" category, in the table columns.

Respondent. This is the person completing the telephone interview.

South Atlantic. The geographic area of the U.S. comprising the states of Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

Straight-Line Miles. This is a "great circle" distance approximation using arithmentically derived coordinates (based upon longitude and latitude) and the Pythagorean Theorom. Straight-line miles are calculated by computer program and adjusted to trip distance for presentation in this report. See "Trip Distance."

Travel Party Size. The travel party for each trip is categorized into one of several groups depending upon the number of household members who went on that trip.

Travel Party Structure. The travel party for each trip is categorized depending upon the age and number of family members on that trip.

Trip. A trip is defined as each time a person goes to a place at least 100 miles away from home and returns. The following types of trips were specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondents error in recall.

Trip Distance. Trip distance is reported in terms of round-trip miles in this report. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-line Miles."

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends/Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was a weekend trip by asking the respondents, "Was this a weekend or long weekend trip?" for each trip reported.

West North Central. The geographic area of the U.S. comprising the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota.

West South Central. The geographic area of the U.S. comprising the states of Arkansas, Louisiana, Oklahoma, and Texas.

APPENDIX C
NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interview from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

The sample design is a two-stage, stratified, internally replicated national probability sample. The first stage of stratification is the nine census regions in the contiguous United States, omitting Hawaii and Alaska. The second stage is Areas of Dominant Influence (ADIs) within each of the census regions.

Each month, a new sample is drawn. However, because the primary and secondary sampling units are the same in each month, the successive samples are "matched", thus improving the trendability of the data.

To construct the sample, the entire country is divided into the nine regions defined by the U. S. Bureau of Census except that Hawaii and Alaska are deleted from the Pacific region. Within each region, the Areas of Dominant Influence (ADIs), as defined by Arbitron, are arrayed in terms of population. These ADIs form the primary sampling units of the sample.

Within each ADI, counties are arrayed by population, and within each county, minor civil divisions (MCDs) are arrayed in terms of population. From this listing for each region, systematic random sampling is used to select a sample of MCDs.

A total of 500 sampling units is chosen overall. This actually consists of eight separate matched samples, each consisting of 62 or 63 sampling units. Each of these eight matched samples is itself a national probabilty sample. The use of eight matched samples or internal replicates allows us to obtain data-based estimates of sampling error utilizing the well-known procedures developed by Professor John Tukey.

For each of the 500 minor civil divisions (MCDs) selected, the actual sampling point is defined as the largest telephone book containing the minor civil division. Since each minor civil division in the United States has a chance of selection proportional to its population, and since each minor civil division is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the area and not to the number of telephones whether listed or unlisted.

An equal number of telephone numbers is selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and nonlisted numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection within the household. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,500 U.S. adults (age 18+) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. Starting in 1986, data are also now being collected on trips of less than 100 miles which included one night or more spent in paid accommodations. Demographic information is also collected from all 1,500 respondents.

In addition, all travelers are asked to answer questions concerning vacation travel intentions. These questions are also asked of a random sample of the non-travelers sufficient to bring the total number of respondents answering these questions up to a minimum of 1,000.

APPENDIX D

NATIONAL TRAVEL SURVEY QUESTIONNAIRE

TIME INTERVIEW BEGUN_____ FORM A

LOCATION NUMBER_____PHONE #_____ _____

Hello, my name is _____ and I am calling for the United States Travel Data Center. We are conducting a study to learn how often people in the United States take trips.

I'd like to begin by asking how many adults, age 18 and over, live in this household? _____ADULTS

FOR EACH ADULT, ASK:

What is the sex of the oldest adult? 1 MALE 2 FEMALE

What is the sex of the next oldest adult? 1 MALE 2 FEMALE

CONTINUE FOR EACH ADULT IN HOUSEHOLD. 1 MALE 2 FEMALE

1 MALE 2 FEMALE

IF MORE THAN FOUR ADULTS OVER AGE 18 LIVE IN HOUSEHOLD, DISCONTINUE INTERVIEW. DO NOT COUNT TOWARD QUOTA.

2. How many children under age 18 live in this household? _____

3. Did you take any trips away from home of 75 miles or more, ONE WAY, since January 1, 1986? Do not include trips taken in regular commuting to and from work or school, or trips taken as flight attendent or vehicle operator.
   1 YES
   2 NO - (GO TO P4)

4. Did you take any trips away from home of 75 miles or more, ONE WAY, between December 1 and December 31, 1986? Include trips than may have started in November but ended after December 1.
   1 YES
   2 NO - (GO TO P4)

IF "YES", ASK:

5. How many trips of 75 miles or more, ONE WAY, have you taken away from home since December 1, 1986? _____

6. What is your zip code number? ___ ___ ___ ___ ___

INTERVIEWER: CONTINUE ON NEXT PAGE TO OBTAIN TRIP DESCRIPTION. FILL OUT PAGES 2 AND 3 FOR EVERY TRIP TAKEN (Q.4) ABOVE.

TRIP #_____ ( ) IDENTICAL TO TRIP # 1

7. Thinking of your FIRST TRIP in December, how many other members of your household, if any, went on this trip?

____ HOUSEHOLD MEMBERS
IF NONE, GO TO Q7. BELOW

IF ANY OTHER HOUSEHOLD MEMBERS WENT ALONG, ASK:

7a. Please give me the age and sex of each household member who went with you on that trip:

PERSON #1	_____ YEARS	1	MALE	2	FEMALE
PERSON #2	_____ YEARS	1	MALE	2	FEMALE
PERSON #3	_____ YEARS	1	MALE	2	FEMALE
PERSON #4	_____ YEARS	1	MALE	2	FEMALE
PERSON #5	_____ YEARS	1	MALE	2	FEMALE

8. Thinking of the entire trip, what was the total number of NIGHTS that you spent away from home?

_____ NIGHTS
IF NONE, GO TO Q11. BELOW

IF ANY NIGHTS SPENT AWAY FROM HOME, ASK:

9. Please tell me the names of each state or country in which you stayed OVERNIGHT on that trip. LIST IN LEFT COLUMN BELOW.

Q9. NAME OF STATE/COUNTRY	Q.10 # OF NIGHTS	Q.11 LODGING
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. How many nights did you spent in (EACH STATE/COUNTRY. ASK FOR EACH. TOTAL SHOULD EQUAL NUMBER OF NIGHTS AWAY IN Q7.)

11. In what types of lodging did you stay when were in EACH STATE/COUNTRY. ENTER LODGING CODE FROM LIST BELOW.

LODGING CODES:

1 FRIEND'S, RELATIVES HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 ENROUTE--DID NOT STAY ANYPLACE OVERNIGHT
7 OTHER (SPECIFY) _____

12. Thinking of this first trip, what is the name of the destination or the FARTHEST PLACE you reached on that trip?

PLACE, CITY, TOWN NAME _____

STATE, COUNTRY _____

13. Was this a vacation trip? 1 YES 2 NO

14. Was this a weekend or long weekend trip? 1 YES 2 NO 3 DON'T KNOW

15. What was the main activity on this trip? (ACCEPT ONLY ONE ANSWER)

1 VISIT FRIENDS OR RELATIVES
2 CONVENTION, SEMINAR, MEETING
3 BUSINESS
4 OUTDOOR RECREATION (hunting,fishing,boating,camping)
5 ENTERTAINMENT (sightseeing,theater,sports)
6 PERSONAL, FAMILY (medical,funeral,wedding)
7 OTHER (specify) _____

IF 1, 3, 4, 5, 6, 7, CIRCLED IN Q17. ASK:
15A. Did you attend a convention, seminar or trade show on this trip? 1 YES 2 NO

16. What was the one type of transportation used to cover most of the miles on this trip? (INTERVIEWER: READ CATEGORIES BELOW TO RESPONDENT.)

AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	1
AUTO OR TRUCK WITH CAMPER TRAILER OR CAMPING EQUIPMENT	2
SELF-CONTAINED RECREATIONAL VEHICLE (LIVE-IN CAMPER)	3
AIRPLANE	4
BUS	5
TRAIN	6
SHIP, BOAT	7
OTHER, (SPECIFY) _____	8

17. Did you rent a car at any time on this trip? 1 YES 2 NO

18. For this trip did you purchase a package tour which included at least a place to stay and transportation by air or bus for which you paid one price? 1 YES 2 NO

19. Did you consult a travel agent while arranging this trip? 1 YES 2 NO

IF YES, ASK:

20. Did you use the services of a travel agent to make any hotel or transportation reservations for this trip? 1 YES 2 NO

VACATION TRAVEL INTENTIONS

Z1. How many vacation trips do you intend to take in the next six months?

0 1 2 3 4 5 6 7 8 9 OR MORE Y DON'T KNOW

IF ANY:

Z2. Thinking only of the lonagest vacation trip you intend to take, in what month will that trip probably end?

1 JANUARY	4 APRIL	7 JULY	O OCTOBER
2 FEBRUARY	5 MAY	8 AUGUST	X NOVEMBER
3 MARCH	6 JUNE	9 SEPTEMBER	Y DECEMBER

Z3. How many nights do you intend to be away from home on this trip? _____NIGHTS

Z4. In what type of lodging do you intend to spend most of the nights on this trip? (CIRCLE - READ IF NEED TO)

1 FRIEND'S, RELATIVE HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 OTHER (SPECIFY) _____
7 DON'T KNOW

Z5. In what state or country will your final vacation destination be (the farthest point you will reach)?

_____

Z6. Will your destination be more than 500 miles, one way, away from home? 1 YES 2 NO 3 DON'T KNOW

IF YES:

Z7. Will your destination be more than 1000 miles, one way, away from home? 1 YES 2 NO

3 DON'T KNOW

Z8. What one mode of transportation will be used to cover most of the miles on this trip? (INTERVIEWER: READ CATEGORIES)

1 AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT
2 AUTO OR TRUCK WITH CAMPING EQUIPMENT
3 SELF CONTAINED RECREATIONAL VEHICLE
4 AIRPLANE
5 BUS
6 TRAIN
7 SHIP, BOAT
8 OTHER

Z9. Have you made any arrangements yet, such as transportation or hotel reservations for this trip?
1 YES
2 NO
3 DON'T KNOW

Z10. How may other members of your household, if any, will go with you on this trip? (CIRCLE ANSWER BELOW)

0 1 2 3 4 5 or more Y DON'T KNOW

IF ONE OR MORE ASK:
Z11. How many of those members are under 18 years of age? _____

DEMOGRAPHIC CHARACTERISTICS

D1. What is your marital status?
1 MARRIED
2 SINGLE, NEVER MARRIED
3 SEPARATED
4 DIVORCED
5 WIDOWED

D2. Are you currently employed full or part-time?
1 YES
2 NO

IF YES ASK:
D3. What is you occupation? _____

IF NO ASK:
D4. Are you looking for work? 1 YES 2 NO

D5. Are you retired? 1 YES 2 NO

D6. What is the last grade that you completed in school?
1 LESS THAN HIGH SCHOOL
2 HIGH SCHOOL COMPLETE
3 COLLEGE INCOMPLETE
4 COLLEGE COMPLETE
5 GRADUATE WORK

D7. Do you own or rent your home?

1 OWN
2 RENT

D8. How many full-time or part-time wage earners live in this household?

1 ONE
2 TWO
3 THREE OR MORE
4 NONE

D9. How old are you? _____

D10. Is you family income less than $10,000 per year, between $10,000 and $19,999, between $20,000 and $29,999, $30,000 and $39,999 or more than $40,000 a year?

1 LESS THAN $10,000
2 BETWEEN $10,000 AND $19,999
3 BETWEEN $20,000 AND $29,999
4 BETWEEN $30,000 AND $39,999
5 $40,000 OR MORE
6 REFUSED

D11. Which of the following credit cards does your household have?

1 VISA
2 MASTERCHARGE
3 AMERICAN EXPRESS
4 CARTE BLANCHE
5 DINERS CLUB
6 TELEPHONE CREDIT CARD
7 NONE OF THESE

D12. Sex of respondent: 1 MALE 2 FEMALE

THANK YOU FOR THIS INTERVIEW.
NAME OF INTERVIEWER _____ DATE _____
TIME INTERVIEW ENDED _____ LENGTH OF INTERVIEW _____

APPENDIX E
SAMPLE CHARACTERISTICS
FULL YEAR, 1986

Number of telephone numbers selected	90,000
Number of interviews completed	18,240
Number of respondents reporting one or more qualifying trips	5,086
Total number of qualifying trips	6,955

APPENDIX F
SAMPLING ERROR, FULL YEAR, 1986

There are a variety of statistical reasons why theoretical estimates can give only a rough indication of sampling error for the key projections of this survey (e.g., trips). These include weighting, clustering, and response rates. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. In this method, the total sample is constructed or built up from a series of matched samples of small size. Each of these smaller samples is itself a national probability sample drawn as described in Appendix C. Each sample can thus be viewed as a sample of the universe of all households in the United States. The variation between samples can be used to give an indication of the sampling error.

For this study, a total of seven matched samples was utilized. Each of these consisted of fifty primary sampling units. Each of the samples was drawn so as to give the proper proportion of respondents in each travel region and in metropolitan and non-metropolitan areas. The table below indicates the confidence intervals at the 95% confidence level based on this internal replication approach. The basic estimates of sampling error were supplied by Dr. Michael Rappeport of RL Associates, Princeton, New Jersey, and suggest the confidence intervals for the trip estimates contained in this report.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
DESTINATION REGION		
New England	4%	±1**
Mid Atlantic	9	±1*
South Atlantic	21	±1
East South Central	6	±1*
West South Central	10	±1*
East North Central	13	±1*
West North Central	8	±1*
Mountain	8	±1*
Pacific	15	±1
Outside U.S.	5	±1*

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

**Due to the very small estimated percentage of trips for this category, the relative error is very high. This estimate, therefore, should be used with extreme care.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
TRIP DISTANCE		
200-299 miles	22%	±1%
300-399 miles	13	±1*
400-499 miles	11	±1*
500-599 miles	6	±1*
600-999 miles	15	±1
1,000-1,999 miles	15	±1
2,000 miles or more	13	±1*
Outside U.S.	5	±1*
TRIP DURATION		
No nights	9	±1*
One night	14	±1*
2-3 nights	38	±1
4-9 nights	28	±1
10 nights or more	12	±1*
FAMILY INCOME		
Less than $10,000	7	±1*
$10,000-$19,999	16	±1
$20,000-$29,999	19	±1
$30,000 or more	43	±1
Refused	15	±1
TYPE OF LODGING		
Home of friends/relatives	38	±1
Hotel/motel/motor hotel	45	±1
Rented cabin/condo/vacation home	3	±1**
Owned cabin/condo/vacation home	2	±1**
Camper/RV/tent	4	±1**
No nights	9	±2*

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
ORIGIN REGION		
New England	4%	±1%**
Mid Atlantic	13	±1*
South Atlantic	17	±1
East South Central	6	±1*
West South Central	12	±1*
East North Central	18	±1
West North Central	9	±1*
Mountain	6	±1*
Pacific	15	±1
PURPOSE OF TRIP		
Visit friends/relatives	36	±1
Other pleasure	34	±1
Business/convention	24	±1
MODE OF TRANSPORTATION		
Auto/truck/RV	69	±2
Air	24	±1
VACATION TRIP		
Vacation	60	±1
Not a vacation	40	±1
WEEKEND TRIP		
Weekend	43	±1
Not over weekend	57	±1